



MASTERS OF THE MENU

**THE ULTIMATE
FLAVOUR FACE OFF!**



STEP UP TO THE PLATE

Masters of the Menu is the ultimate culinary competition for food-obsessed chefs from independent operators.



WE'RE INVITING CHEFS FROM INDEPENDENT OPERATORS TO TAKE PART IN AN EXCITING CULINARY COMPETITION

and the chance to work one-on-one with Great British Menu Winner, James Cochran.

In tandem with The Craft Guild of Chefs, we're scouring the country for five chefs who want to improve their business acumen, refine their culinary skills, and battle it out in the kitchen for the ultimate culinary crown - Masters of the Menu champion.

The Masters of the Menu champion will win £2,000 worth of Heinz product to support their operator, a cash prize of £2,000, the chance to co-host an exclusive supper club with James Cochran, and national PR exposure.

PLUS, by simply entering, you will be placed in a randomised prize draw to receive a **cash prize of £100!**

WHO CAN ENTER?

Any chef aged 18 or over and working for an independent operator (independently owned with four or fewer locations) currently operating in the United Kingdom.

HOW TO ENTER?

To enter for a chance to compete in Masters of the Menu you will need to complete the competition entry form on the Masters of the Menu webpage. The entry form will require you to submit the following:

Entrant details:

- Your full name
- Personal email address
- Name of the business where you work
- Business address
- Role within business
- Type of operator (QSR, cafe, casual dining, etc.)
- Number of sites
- Operator channel (Restaurant, food truck, ghost kitchen, etc.)

Heinz Hero Dish:

A creative Heinz-inspired dish that incorporates one or more of the Heinz core products:

Heinz Professional Mayonnaise, Heinz Tomato Ketchup, Heinz Mayonnaise, Heinz Firecracker Sauce, Heinz Classic

Burger Sauce, Heinz Smokey Baconnaise, Heinz Sticky Korean Barbecue Sauce, Heinz Salad Cream, Heinz Sweet Chilli Sauce, Heinz Classic Barbecue.

Successful entrants will compete with this dish in the first round of the final cook off.

- The recipe and preparation instructions
- A standalone image of the dish
- A description of the dish: It's taste and what you want it to achieve (100 words max)
- Your inspiration for the dish (100 words max)
- How the Heinz product used work to elevate the dish (100 words max)

Entry parameters for your Heinz Hero Dish:

- The dish should champion the Heinz product
- It should be a main course dish
- The dish should be seasonally appropriate for Winter
- The dish should highlight current trends in food
- The dish should demonstrate the correct use of cooking techniques

Entries open at 8:00am on 4th July 2025 and close on 2nd October 2025 at 11:59pm.

THE COMPETITION HAS THREE MAIN STAGES:

- 1 Mentorship
- 2 The Cook Off
- 3 The Supper Club

WHO GETS TO COMPETE AND WHAT DO YOU WIN?

Each 'Heinz Hero Dish' submitted will be judged by James Cochran and Craft Guild of Chef members, Ian Nottage, and John Feeney based on flavour balance, presentation, technique, creativity, and accuracy to brief.

Each finalist will be notified via email on 6th October 2025 and be sent an exciting congratulatory package.

PLUS, by simply entering, you will be placed in a randomised prize draw to receive a **cash prize of £100!**

The **five chefs** with the highest scoring entries will be chosen to work one-on-one with James Cochran and participate in the Masters of the Menu cook off competition to win one of the following prizes:



1ST £2,000 worth of Heinz product to support their operator

Supper club

£2,000 cash

2ND £2,000 cash

3RD £1,000 cash

4TH £1,000 cash

5TH £1,000 cash

MENTORSHIP

Ahead of the cook-off, all five finalists will receive a one-on-one hour-long masterclass with James to gain industry-specific business and operational insight and refine their culinary skills.

Additionally, each finalist will get an hour with Heinz's business development chef, Tim Hoople, and Heinz's culinary sales manager, Lawrence Ager, to learn about Heinz products, and prepare for the cook off competition.

Not a business owner? Bring your boss! As all entrants may not be chef-owners, we invite those who are not to bring the independent business owner to participate in the business mentorship session.

The mentorship sessions will be held at the Kraft Heinz Headquarters in London and will take place on the 20th of October 2025. Details on specific timings will be sent individually, and all travel costs will be covered.

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THE COOK OFF

The final cook off will be a full-day culinary extravaganza hosted at Mission Kitchen where all five finalists will compete in an exciting two-round competition judged by James Cochran, Tristan O’Hana (editorial director at Dine Out) and Craft Guild of Chefs members Ian Nottage and John Feeney.

	ROUND 1	ROUND 2
DESCRIPTION	Each finalist will compete with their Heinz Hero Dish submitted upon competition entry.	The top two finalists will be challenged to create a Heinz inspired dish using one protein, five seasonal produce ingredients, and a mystery Heinz product.
COMPETING	All five finalists	Top two finalists
TIME	30 minutes prep time, 1 hour for service - start and end time staggered by 10 minutes per finalist.	30 minutes prep time, 1 hour for service - start and end time staggered by 10 minutes per finalist.
JUDGING CRITERIA	<ul style="list-style-type: none"> Taste Flavour balance Presentation Technique Creativity 	<ul style="list-style-type: none"> Taste Flavour balance Presentation Technique Creativity Innovation

The competition will take place at Mission Kitchen (New Covent Garden Market, London) on the 27th of October 2025. Details on specific timings will be sent individually, and all travel costs will be covered by Kraft Heinz (maximum of £150 per person).

All five finalists will be sent the list of ingredients for round two the night before the competition.

THE SUPPER CLUB



The Masters of the Menu Supper Club will give one winning chef a prize money can’t buy – their very own pop-up to build their profile and showcase their skill.

Delivered in partnership with our Masters of the Menu ambassador, James Cochran, our winning chef will cook up a storm for media and invited guests with a three-course Heinz inspired menu.

We'll support our winner through consumer/ trade PR and social media – building their business by celebrating their win and showing off their menu of Heinz dishes.

The Supper Club will be hosted at Never For Ever restaurant and bar (Kentish Town, London) on the 24th of November 2025. Details on specific timings will be sent individually, and all travel costs will be covered.

ABOUT JAMES COCHRAN



Originally from the seaside town of Whitstable in Kent, Cochran has worked in decorated Michelin-starred establishments such as The Ledbury and The Harwood Arms.

Following his win on Great British Menu in 2018, he opened his own restaurant 12:51 in Islington where he served elevated dishes in a relaxed setting, focusing on quality of produce, for seven years. From the menu there, his buttermilk fried chicken gained a cult following leading him to establish his fried chicken brand, Around the Cluck, which pops up around the country.

James has shared his tricks of the trade that got him to the top of his game..

FOUNDATIONS

1

Be cautious

Have a detailed Profit & Loss (P&L) projection and keep your expectations grounded. Unexpected costs will come: supplier delays, staff no-shows, equipment breakages. Ensure you have enough capital to cover wages and overheads for at least the first month. Optimism is great; realism keeps you in business.

2

Diary management

Structure your time like you structure your kitchen. Create a weekly schedule that includes admin, staff management, supplier calls, and crucially time off. Visibility and balance help reduce burnout and improve decision-making.

3

Growth spurt

Grow smart, not fast. Scaling too soon can unravel even the best businesses. Pay yourself a fair wage and wait until the end of your financial year before considering dividends. Financial discipline is what turns a great idea into a lasting business.

4

Supply & demand

Always have at least three suppliers per category, whether it's produce, protein, or dry goods. This gives you price leverage, ensures consistency, and opens the door to building trusted relationships. The better the relationship, the better the deals.

5

Mission possible

Believe in yourself, even when it's tough. Every misstep is a lesson, every challenge a steppingstone. Success is built on resilience, belief, and relentless hard work. And if this venture doesn't go to plan, learn, pivot, and rise again.

VISIBILITY

6

Go to market

Your marketing strategy should begin before your launch. Develop a plan that includes essentials like a website, social media presence, and targeted advertising. Don't overlook the power of SEO, email newsletters, and Google listings. Visibility starts long before your doors open.

7

Be seen

Craft a clear visual and narrative identity that captures your essence. People buy into stories and personalities, not just products. Your brand should make people feel something - and make them remember you.

8

Make friends

Strategic collaborations are one of the best ways to grow organically. Partner with brands and businesses whose values align with yours and who have strong social followings. These relationships introduce you to new audiences and build credibility fast.

9

Serve yourself

Be able to pitch your business in one sentence. If it's too complicated to explain, it's too complicated to sell. Clarity is key in your concept, your offering, and your communication.

10

Don't just scroll

Social media is powerful, but don't make it your only tool. Build a newsletter or SMS database you can own and control. These platforms offer higher engagement and longevity - crucial for long-term success.

11

Be unique

In a saturated and fast-evolving industry, standing out is non-negotiable. Your Unique Selling Proposition (USP) should reflect your roots, personality, or values. Let this identity come to life through your menu - whether it's a signature dish that tells your story or a commitment to using high-quality, locally sourced produce. Authenticity is your edge.

IN THE KITCHEN

12

The four seasons

Design your menu around seasonal availability. This isn't just cost-effective; it's sustainable and makes you stand out. Keep your menu tight and focused, then evolve it as your business grows.

13

Don't chase perfection

Progress beats perfection. Get in the kitchen, make mistakes, and learn fast. Execution teaches you more than theory ever will. Every challenge is a lesson and every lesson brings growth.

14

Take risks

Calculated risk is a powerful business tool. Don't shy away from bold ideas, whether it's a disruptive price point like a £5 Negroni or a daring new dish. The right gamble can drive traffic, create buzz, and develop your gut instincts for the future.

IMPORTANT DATES:

2ND JULY

Competition opens

2ND OCTOBER

Competition closes

6TH OCTOBER

Prize giveaway winners & competition finalists notified

20TH OCTOBER

Mentorship sessions for competition finalists

27TH OCTOBER

Cook off competition

27TH NOVEMBER

Winner's supper club



ESTD 1869



For more information and
how to enter visit the Masters
of the Menu webpage!

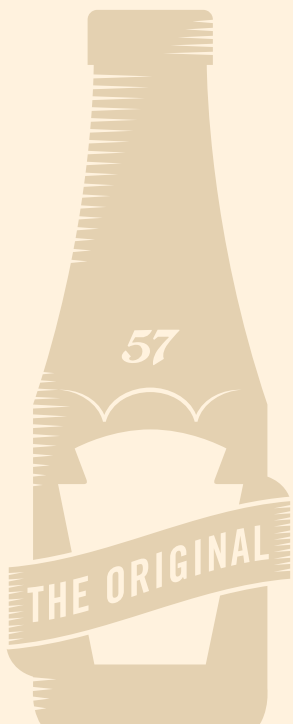
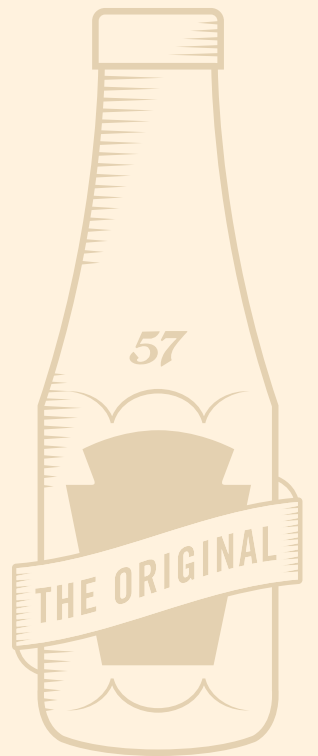


ESTD 57
VARIETIES



ESTD 57 1869
VARIETIES

HEINZ
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Kraft Heinz
AWAY FROM HOME