

# SAVIVA F&B CHALLENGE

2018 edition



ECOLE HOTELIERE  
**LAUSANNE**  
FOOD & BEVERAGE CHAIR

## What is the F&B Challenge?

The F&B Challenge is an international student competition which was launched in 2012 at the instigation of the F&B Chair of Ecole hôtelière de Lausanne. Originally a video-based contest, it was revamped in 2017 into a more dynamic hackathon-type challenge which fosters exchanges between people from diverse backgrounds and specializations: management, finance, architecture, product design, hospitality and culinary arts...

## Concept & organization

The F&B Challenge 2018 will take place **at Ecole hôtelière de Lausanne (EHL)** from **Friday, November 23 to Saturday, November 24**. The list of participating schools may be subject to changes, but 6 institutions are expected to take part in the event:

- Ecole hôtelière de Lausanne (Switzerland),
- Institut de Tourisme et d'Hôtellerie du Québec (Montreal),
- Westminster Kingsway College (London),
- The architecture department of Ecole Polytechnique Fédérale de Lausanne (Switzerland),
- Ecole Cantonale d'Art de Lausanne (Switzerland),
- The economics department of University of Lausanne (Switzerland).

The Challenge will take the form of a **24-hour hackathon** during which 4 teams of students will create a foodservice concept based on the Chair's current research topic (see below). Each team will include 1 student from each school, ensuring that all teams have an equivalent skillset. The students will be randomly assigned to one of the 4 teams just before the beginning of the Challenge.

The teams will work together for 24 consecutive hours, during which teambuilding activities and coaching by mentors and experts will help them to get to know each other and develop their ideas. They will be allowed to use any software, book, or other kind of equipment that they want, and should therefore bring any tool they think they might need.

On Saturday, November 24, after the 24-hour work period, each team will have **10 minutes to pitch** their concept to an international jury. The winning team will be announced directly after the pitching session.

## Theme of the 2018 edition

The theme of the F&B Challenge is always linked to the research being conducted by the Saviva F&B Chair. Since the Chair's current study focuses on the Swiss foodservice industry in 2030, the teams will have to **imagine a foodservice concept for 2030**.

Each student in the winning team will be awarded **CHF 600.-**, offered by the F&B Chair and its partner Saviva.

More details about the topic will be revealed on November 23, when the Challenge launches. The deliverables and evaluation criteria will be specified at the same time.

## Timeline

### Saturday, November 3

Registration deadline

### Friday, November 23

16:00 Welcome coffee  
16:30 Opening ceremony  
17:30 Beginning of the Challenge  
Creativity & teambuilding session  
19:00 Dinner

### Saturday, November 24

8:00 Breakfast  
12:00 Lunch  
17:00 End of the Challenge  
17:30 Pitching session  
18:30 Award ceremony & cocktail

## Registration & participation fee

There is a non-refundable registration & participation fee of **CHF 50.- per student**, which includes:

- The student's participation in the Challenge,
- All activities and catering mentioned in the timeline above,
- For ITHQ and WKC students, accommodation from Saturday 24 to Sunday 25 (if necessary).

The fee can be paid either by the student or by their school, depending on the school's policy. It will be paid cash on November 23, upon arrival at EHL.

There is **no fee for the accompanying staff member**. All staff members will be provided meals during the Challenge; ITHQ and WKC staff members will also be provided accommodation from Friday 23 to Saturday 24 and, if necessary, from Saturday 24 to Sunday 25.

## FAQ for students

**Where will we work exactly?** Each group will be assigned a room with a large whiteboard and a flipchart.

**I'm gonna be sooo tired!** You will be free to sleep during the night if you want to, or during the day for that matter; how you divide up the workload and manage your time will be entirely up to you and your teammates. There will be a room specifically dedicated to resting and relaxing.

**Okay, but I'm gonna be sooo hungry!** Snacks and drinks (including coffee and Redbull) will be provided throughout the night, and you can bring food and beverages with you if you want.

**There is NO WAY I can stand being inside a building for 24 hours straight.** Due to the format and organization of the Challenge, you will not be allowed to leave EHL, but you will be allowed to go for a short walk around campus if you need some fresh air.

**And what if I want to change or shower?** Changing rooms and bathrooms will allow you to do both – don't forget your toiletries!

**I am not fluent in English, will I be allowed to talk in French?** As mentioned above, the official language of the Challenge is English. All communications will therefore be made in English, and some coaches will exclusively speak English. However, you can use the language(s) that you want within your group while you work; just remember to make all members feel included.

# Rules

## Participants

4 students from each participating school must register to the Challenge. The students must be **at least 18 years old** and **enrolled as a student** at the time of the Challenge; alumni cannot take part in the competition. The communication and selection processes are organized at the discretion of the schools. The following information must be communicated to the organizers by the registration deadline of Saturday, November 3: each student's name, age, study program, and resume.

Each school also designates **1 accompanying staff member** (professor, lecturer, researcher...) who will act as a chaperone for its students during their travel and stay, as a mentor during the Challenge, and as a jury member.

## Dress code

The dress code for the Challenge (including the opening and award ceremonies) is **casual/business casual**. In other words: sweaters, jeans and sneakers are fine, but ripped jeans, shorts, tracksuits and flip flops are forbidden.

## Right of publicity

By registering, participants understand that the F&B Challenge may be photographed, videotaped, recorded, etc. and agree to grant Ecole hôtelière de Lausanne the right to use and publish their name and image for advertising and promotional purposes without their review or approval and without compensation. Ecole hôtelière de Lausanne may also publish the results of the F&B Challenge in any media for a reasonable period of time.

## Intellectual property

Students retain all intellectual rights to the concept that they have created. Ecole hôtelière de Lausanne does not claim any license or any intellectual property rights in the participants' submissions, except for the limited license to review the submission as part of the judging process and awarding of the prize.

## Liability release and indemnity

Under no circumstances will Ecole hôtelière de Lausanne be liable for any direct, incidental, indirect, special or consequential damages in connection with, arising out of or relating in any way to the F&B Challenge and/or this agreement.

## Contact

If you have any question, please contact [FnB.chair@ehl.ch](mailto:FnB.chair@ehl.ch) or one of the Chair's team members:



**Stéphanie Buri**

Coordinator of the Chair

[stephanie.buri@ehl.ch](mailto:stephanie.buri@ehl.ch)



**Clémence Cornuz**

Research associate

[clemence.cornuz@ehl.ch](mailto:clemence.cornuz@ehl.ch)

## EHL and its partner



Ecole hôtelière de Lausanne is an ambassador for traditional Swiss hospitality and has been a pioneer in hospitality education since 1893. It has created and inspired a unique professional community of over 25,000 hospitality managers, united by the values and the legacy of EHL: respect, responsibility, excellence, openness and innovation.



Saviva, a member of M-Industry and an important restaurant supplier in Switzerland, has concluded a 4-year partnership with the F&B Research Chair of Ecole hôtelière de Lausanne. Through this partnership, Saviva's goal is to help to secure the long-term future of the foodservice industry.