



Republic of the Philippines  
Department of Education  
National Capital Region  
**DIVISION OF CITY SCHOOLS**  
City of Mandaluyong

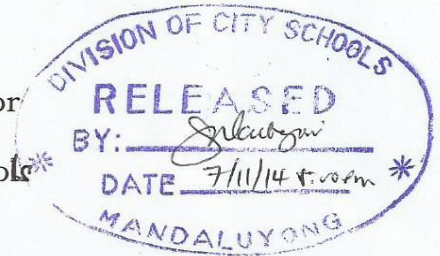


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July 11, 2014

**MEMORANDUM**

TO : Assistant Schools Division Superintendent  
Education Program Supervisors/ Coordinator  
Public School District Supervisor  
Principals, Elementary and Secondary Schools\*



Enclosed is a letter communication from **ROANNE GRANDE**, *Marketing Officer, Starmall Edsa Shaw*, regarding an event entitled **“Kitchen Master Kids Edition: An Inter-School Cook Off”** this **July 13, 2014, 1:00 p.m.** at the **Second Level Activity Area**.

In participation to this activity, parents permit is required and to be accompanied by a teacher.

Attached is a Registration Form for those who wanted to join the contest.

Immediate dissemination of this **Memorandum** to interested participants is desired.

  
**EVANGELINE P. LADINES, CESO VI**  
Schools Division Superintendent



July 9, 2014

**Dr. Evangeline P. Ladines, CEFO VI**  
Schools Division Superintendent  
Deped Mandaluyong

Dear Dr. Ladines:

***Greetings from Starmall Edsa-Shaw!***

In celebration of the Nutrition Month, Starmall Edsa-Shaw will stage an event entitled "**KITCHEN MASTERS KIDS EDITION: AN INTER-SCHOOL COOK OFF**" on July 13, 2014, 1pm, at the Second Level Activity Area. In line with this, we would like to invite the schools in Mandaluyong to take part in this activity by sending representative groups composed of three students who have the passion for cooking at their young age. This competition is open to children aged 9-12 years old.

Attached herewith are the full details of the cooking competition.

Should you have further queries, please feel free to call us at **724-4992 / 09278034989**.

Thank you and we are counting on your support in making this event a success!

Yours truly,

A handwritten signature in black ink, appearing to read "Roanne Grande".

**ROANNE GRANDE**  
Marketing Officer  
Starmall Edsa-Shaw

**MANUELA CORPORATION**

**STARMALL Edsa Shaw**  
EDSA corner Shaw Blvd.,  
Mandaluyong City  
Tel. No. 718-1886  
Fax : 724-6071

**STARMALL Alabang**  
South Superhighway, Alabang,  
Muntinlupa City  
Tel. No. 850-3845 / 850-0559  
Fax : 809-9674

**STARMALL Las Piñas**  
C.V. Starr Ave., Philamlife Village,  
Pamplona, Las Piñas City  
Tel. No. 874-8805  
Fax : 874-4399

**REGISTRATION FORM**



**KITCHEN MASTERS KIDS EDITION: INTER-SCHOOL COOK OFF**

Date of Registration: \_\_\_\_\_

\_\_\_\_\_  
GROUP NAME CONTACT PERSON  
\_\_\_\_\_  
NAME OF SCHOOL CONTACT NUMBER/S

\_\_\_\_\_  
SCHOOL ADDRESS

Name of Members:	Age	Grade Level
1. _____	_____	_____
2. _____	_____	_____
3. _____	_____	_____

FAVORITE FOOD: \_\_\_\_\_

FAVORITE COOKING SHOW: \_\_\_\_\_

FAVORITE CHEF: \_\_\_\_\_

WHO TAUGHT YOU TO COOK? \_\_\_\_\_

WE CERTIFY THAT THE ABOVE INFORMATION ARE TRUE AND CORRECT TO THE BEST OF OUR KNOWLEDGE AND ABILITY. ANY MISREPRESENTATION IS A GROUND FOR DISQUALIFICATION AND HOLDS THE ORGANIZER, ITS STAFF AND ALL INVOLVED IN THE COMPETITION FREE FROM ANY LIABILITY.

\_\_\_\_\_  
GROUP LEADER/REPRESENTATIVE'S  
SIGNATURE OVER PRINTED NAME

**MECHANICS:**

1. Open to private and public elementary schools.
2. **Registration is FREE.**
3. Each school should send a representative team composed of three members
4. Open to students aged 9-12 years old and have the passion for cooking at their young age.
5. Each group should pass the registration form (from the Mall's Customer Service Booth) to the Mall's Administration Office with the following requirements:
  - a. Photo copy of birth certificate of members
  - b. Photo copy of School ID
  - c. Photo copy of school registration
  - d. Endorsement letter from school
6. Each group should prepare one appetizer, one main dish and one dessert for the contest.

**PRIZES AT STAKE:**

**Champion:** Php 5,000.00  
**1st Place:** Php 3,000.00  
**2nd Place:** Php 2,000.00

**IMPORTANT DATES:**

Contest Date: July 13, 2014, 1PM

**For inquiries, please call the Marketing Department at 742-4992.**

## KITCHEN MASTERS KIDS EDITION: AN INTER-SCHOOL COOK OFF

### IMPORTANT DATES:

Deadline of Registration: July 9, 2014

Date of Event: July 13, 2014, 1PM

### GENERAL MECHANICS:

1. Open to schools near Starmall Edsa-Shaw
2. Each school should send a representative team composed of three members
3. Open to students aged 9-12 years old and have the passion for cooking at their young age
4. Each group should pass the registration form (from the Mall's Customer Service Booth) to the Mall's Administration Office with the following requirements:
  - a. Photo copy of birth certificate of members
  - b. Photo copy of ID
  - c. Photo copy of school registration
  - d. Endorsement letter of school
5. Each group should prepare one appetizer, one main dish and one dessert for the contest.

### CONTEST MECHANICS:

The contest will be divided into three segments: 1) Purchasing of ingredients; 2) Preparation and Cooking; and 3) Presentation. Each team will have a chef coach during the preparation and cooking and presentation.

#### ***a. Category 1 – Purchasing of Ingredients***

- i. Each group is given 1k to purchase all the ingredients they will need in the supermarket
- ii. They have to budget the 1k. Range of allowed cost is P 750 to P 900. point deduction will be given to the team who will exceed or go below the allowed range.
- iii. A special lane in the supermarket is dedicated to the participating group.
- iv. They only have 60 minutes to do the shopping.

#### ***b. Category 2 – Preparation and Cooking***

- i. Groups are given 1 ½ to 2 hours to prepare / cook for the appetizer, main dish and dessert
- ii. Groups should ensure the cleanliness of their working area
- iii. Groups must observe the proper use of the equipments / tools
- iv. Penalty will be given to the group who will exceed in the prescribed time.

#### ***c. Category 3 – Presentation***

- i. Must be creatively presented and must use appropriate equipment / tools.
- ii. Group member/s must be able to explain the dish they prepared
- iii. Each dish will be tasted by the judges

### PRIZES AT STAKE:

1<sup>ST</sup> Place: 5,000 cash + gold medals + certificate for the school + gift packs from sponsors

2<sup>nd</sup> Place: 3, 000 cash + silver medals + certificate for the school + gift packs from sponsors

3<sup>rd</sup> Place: 2,000 cash + bronze medals + certificate for the school + gift packs from sponsors

Consolation Prize: Certificate of Participation for the school + gift packs from sponsors

## **KITCHEN MASTERS KIDS EDITION: AN INTER-SCHOOL COOK OFF**

### **IMPORTANT DATES:**

Date of Event: July 13, 2014, 1PM

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