



Tribe Find Entrepreneurs of the Future

Over the past couple of weeks Tribe has been scouring the country for the latest up and coming entrepreneurs as they held the Kosher Apprentice in four different Jewish schools.

Year 6 pupils from Hertsmere, Kerem, Moriah and Rosh Pinah, entered the Tribe Kosher Apprentice competition. The children were split into small groups and tasked with creating a product and marketing campaign for a kosher snack.

Participants planned and researched current products, decided on their own and then the groups pitched their products to the judges. Their pitches included the unveiling of their product, along with a poster and packaging. Some groups even included videos of their advert campaigns, whilst others invented their own advertising jingle.

After much deliberation the panel decided that the winners from Hertsmere were Marshmallow Pretzel who created a marshmallow and chocolate covered pretzel, and Round Secrets who designed a six-flavour sorbet which looked like a target.

Winners from Kerem were 'Exotic Ice' whose idea comprised different flavours of ice cream with fruit and chocolate chunks. From Moriah's competition whilst at Rosh Pinah, 'Santitas' and 'Sweet Tree' came out as winners.



One of the Kerem winners, Exotic Ice, with their prizes and Tribe staff

Rabbi Jonathan Spector, Head of Jewish Studies at Kerem, said, **"The children loved the Tribe Kosher Apprentice. They worked in teams enthusiastically preparing their original kosher product and learnt lots about kashrut in a fun way. It was a great experience for our Year**



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Nomi Goldberg, Tribe Events Coordinator commented, **"It was fantastic to see how involved all of the children became in the Tribe Kosher Apprentice - and their fantastic creations. It's a great way for them to learn about kashrut in a fun and innovative way."**

Date Uploaded: Thursday 24th July 2014

Source URL: <https://www.tribeuk.com/article/tribe-find-entrepreneurs-future>