



Tribe Find Next Generation of Entrepreneurs

Tribe have been busy over the past few weeks searching for the latest up and coming entrepreneurs through their fantastic Kosher Apprentice programme. The programme runs alongside the recent publication of the KLBD Kosher Nosh Guide for this summer.

Year 6 pupils from Jewish Primary Schools including Morasha, Moriah and Rosh Pinah battled it out to be crowned Tribe's Kosher Apprentice 2016. The children were split into small groups and tasked with creating a new kosher snack and a marketing campaign for it.

Participants planned and researched current products before deciding on their own and then pitching 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.

Winners in Moriah, '5+1'

Fantastic products created included a '5 n 1' social media cake with each side having a different logo representing different social media platforms. There was also an innovative 'Rainbow Surprise' treat, a 'Keep Calm and Take a Bite' cake and 'K - Energy' bars. Each member of the winning teams went home with their very own popcorn machine whilst all runners up received Tribe beach balls and certificates.

Rabbi Jonathan Spector, Head of Jewish Studies at Rosh Pinah, said: **"The kosher Apprentice was a fantastic learning experience for the children and thoroughly enjoyed"**.

Sharon Radley, Tribe Kids Head of Education, commented: **"The children produced incredibly creative products. They really engaged in this kosher challenge and all the Tribe judges were blown away by their ideas. This project is just one of many Tribe initiatives to inspire, educate and engage our young people."**

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