



Funded by  
the European Union

eUTOPIA



## JUICY MARBLES HACKATHON CHALLENGE



Theme: “Rethinking food systems to meet tomorrow’s consumer needs”

Industry Partner: Juicy Marbles (plant-based food)

### CORE CHALLENGE

How can we develop food-related solutions that address emerging consumer needs around health, transparency, sustainability, and experience — without compromising on joy or creativity?

### CONTEXT: WHY THIS MATTERS

Consumers are becoming increasingly conscious and demanding:

- They want fewer, more **recognizable ingredients** ("clean label")
- They're seeking **whole-food, minimally processed options**
- **Sustainability is expected** and no longer just a “nice to have”
- **Trust in science** and production transparency is growing — but so is **scepticism**
- They crave **positive emotional connections** with food (comfort, discovery, joy)

This challenge is not just about meat or meat alternatives — it is about rethinking what modern food can be.

### OUTCOME

- A concept or prototype (can be physical, digital, or theoretical)
- 5–7 minute pitch, presenting clear rationale and future potential

### WHAT WE’LL BRING TO THE TABLE

- Insights into our product development process and consumer research
- Access to some of our raw materials and side-streams
- Mentorship sessions every 3 weeks with Juicy’s team

### EVALUATION CRITERIA

1. Relevance to emerging consumer needs
2. Creativity and originality
3. Feasibility and scalability
4. Potential for partnership with Juicy
5. Environmental and social impact

