

“2025 EatSmart Recipe Competition” Competition Details

i. Introduction

To encourage "EatSmart Restaurants" to create visually appealing, aromatic, flavorful, and nutritionally balanced dishes, the Organizing Committee is launching the "2025 EatSmart Recipe Competition."

ii. Purpose



- To promote “EatSmart Restaurant Star+” and encourage citizens to choose “EatSmart dishes.”
- To encourage restaurants in Hong Kong to create and serve "EatSmart dishes," and to provide inspiration for other restaurants.
- To raise awareness among the catering industry and the general public about the importance of healthy eating.

iii. The Organiser

Department of Health

iv. Eligibility and Categories

- Each contestant must be a “EatSmart Restaurant”¹。
- The dishes submitted for the competition must meet the criteria for “EatSmart dishes”, which include either “More Fruit and Vegetables” dishes or “3 less” dishes (prepared with less oil, less salt, and less sugar).²
- The competition comprises two categories: “More Fruit and Vegetables” and “3-Less” dishes.
- Each contestant may compete in both categories, with no limit on the number of dishes submitted.
- Shortlisted participants are required to participate in promotional activities arranged by the Organiser. These activities may include, but are not limited to, granting the Organiser access to their restaurants for photographing and filming the shortlisted dishes for promotional purposes.
- Winners are required to participate in promotional activities arranged by the Organiser. These activities include, but are not limited to, granting the Organiser access to their restaurants for filming the winning dishes, attending the “HKTDC Food Expo 2025” for cooking demonstrations, and participating in celebrity interviews. The entire process will be documented and featured on the "EatSmart Restaurant Star+" Campaign website and associated social media platforms.

	<p>“More Fruit and Vegetables” dishes :</p> <p>means that either fruit or vegetables are the sole ingredients of the dish or they occupy at least twice as much the amount of meat and its alternatives present in the dish.</p>
	<p>“3 Less” dishes :</p> <p>means that the dish has less fat or oil, salt and sugar, meeting the “3 Less” requirement.</p>

¹ To qualify as a "One-Star EatSmart Restaurant", a restaurant must offer at least five "More Fruit and Vegetables " dishes every day. For more details or to apply to become an "EatSmart Restaurant", please visit the Campaign website at <https://restaurant.eatsmart.gov.hk> or contact the “EatSmart Restaurant Star+” Secretariat at 2788 5454.

² For detailed nutritional guidelines on "More Fruit and Vegetables " dishes or “3 Less” dishes, please refer to the document available at https://restaurant.eatsmart.gov.hk/files/pdf/Chapter_6_EN.pdf.

v. Entry Specifications

- Contestants may submit either newly created "EatSmart" dish recipes or existing "EatSmart" dish recipes.
- Contestants must provide photos of their dishes, matching the quantity and presentation as served in the restaurant. For fairness, company names or logos must not appear in the photos.
- Contestants may design the presentation of their dishes, but excessive decorations should be avoided. All side dishes and decorations must consist of edible ingredients.
- **Photo Format:** By mail – Please attach 3R/4R photos.
By e-mail – File type: JPEG/TIFF
File size: 1 MB - 3 MB
- Shortlisted dishes must be available daily at restaurants from July 1 to July 31, 2025. Winning dishes must be available daily from August 1, 2025, to January 31, 2026.

vi. Enrolment Method

- Participation is free of charge.
- Contestants shall complete the “2025 EatSmart Recipe Competition” enrolment form, attach photos of the participating dishes, and submit them either:
 - By mail: Send to the Health Promotion Division, Department of Health, Room A-D, 8/F, China Overseas Building, 139 Hennessy Road, Wan Chai, Hong Kong, with “2025 EatSmart Recipe Competition” marked on the envelope.
 - By Email: Send to esr_cheu@dh.gov.hk with “2025 EatSmart Recipe Competition” as the subject line.
- The enrollment form can be downloaded from the “EatSmart Restaurant Star+” Campaign website: <https://restaurant.eatsmart.gov.hk>.
- Submission Deadline: May 6, 2025.

vii. Judging Panel and Online Voting

The competition consists of two stages

Stage One

- The judging panel will consist of members from the Task Force on “EatSmart Restaurant Star +” Campaign and representatives of the Department of Health.
- Submissions will be evaluated by the judging panel based on the quality of the recipes and accompanying photographs provided by the participating restaurants.

	Evaluation criteria	Ratio
Nutritional requirements	Dishes comply with the nutritional requirements of their respective category. Preference will be given to “More Fruit and Vegetables” dishes that also meet the “3 Less” standards.	25%
Appearance	Mouth-watering appearance	25%
Creativity	Creative design of dishes	25%
Cooking skills	Healthy cooking methods are adopted for practical daily use.	25%

- The top three highest-scoring dishes in each category will be shortlisted
- Shortlisted restaurants will be notified by the end of May 2025.

Stage Two

- In early June 2025, the Organiser will arrange its contractor to visit the shortlisted restaurants. During the visit, promotional photos and introduction videos of the shortlisted dishes will be taken and subsequently uploaded to the Facebook and Instagram pages of the “EatSmart Restaurants Star+” Campaign for public voting and promotional purposes.
- Shortlisted dishes must be presented using standard bowls and plates provided by the Organiser, ensuring the quantity and presentation are identical to how they are served in the restaurant.
- Public voting is tentatively scheduled to take place online from July 7 to July 21, 2025. The dish receiving the highest number of votes in each category will be declared the winner.
- In the event of a tie, the winning dish will be decided by the score awarded in Stage One.
- The results will be announced at the end of July 2025. The Organiser will then contact the winners to arrange for celebrity video filming and finalize details for the cooking demonstration at the “HKTDC Food Expo 2025”.

viii. Awards

- Shortlisted contestant will be awarded a certificate.
- Winners are required to participate in promotional activities arranged by the Organiser. These activities include, but are not limited to, granting the Organiser access to their premises for filming videos of the winning dishes being prepared, attending the “HKTDC Food Expo 2025” for cooking demonstrations, and participating in celebrity interviews. The entire process will be documented and featured on the "EatSmart Restaurant Star+" Campaign website and associated social media platforms.

ix. Briefing Session

The briefing session will cover competition details, nutrition criteria, and steps to become an "EatSmart Restaurant."

Restaurants interested in joining the briefing session, please contact Ms Cheng or Ms Tse (Tel: 3151 7645 or 3151 7637, Email: esr_cheu@dh.gov.hk) for arrangement.

x. Time Table

April 14, 2025	Briefing session
May 6, 2025	Submission deadline of the “2025 EatSmart Recipe Competition”
End of May 2025	Shortlisted contestants will be notified
Early June 2025	The Secretariat will conduct onsite visits to capture promotional photos and video clips of shortlisted dishes.
July 1 - 31, 2025	Shortlisted restaurants are required to serve the shortlisted dishes during the designated period.
July 7 to 21, 2025 (tentative)	Public voting
End of July 2025	Announcement of competition results

August 2025	A celebrity will visit winning restaurants to film promotional videos. Winning restaurants will be invited to the “HKTDC Food Expo 2025” to showcase their award-winning dishes with a celebrity.
August 1, 2025 to January 31, 2026	Winning restaurants are required to serve the awarded dishes during the designated period.

xi. Terms and Conditions

1. Each contestant may submit an unlimited number of dishes in each category; however, duplicate submissions of the same dish will not be considered.
2. Once submitted, no modifications to the ingredients, seasoning, quantity, or cooking method are allowed.
3. The Organiser reserves the right to disqualify any contestants that violates the competition rules at any time
4. The Organiser makes no representation or certification regarding the quality of products or services provided by the contestants and holds no liability for any damages, losses, legal liabilities, actions, claims, demands, costs, or expenses arising from or related to such products and/or services.
5. Contestant must ensure their enrollment form and dish photos are free of security or virus issues. Files containing viruses will result in disqualification.
6. Contestant must own the copyright of the submitted dish photos.
7. Contestant must acknowledge and agree that the intellectual property rights of all photos of submitted dishes will belong to the Organiser. The Organiser reserves the right to exhibit, publish, promote, or use the dish photos (including third-party materials within the photos), descriptions, and information of the contestants in any media format for non-profit purposes. This includes uploading them to the social media platforms and websites of the "EatSmart Restaurant Star+" Campaign. The Organiser also has the right to modify, translate, adapt, use, copy, and distribute the submissions, in whole or in part, without any remuneration to the contestant.
8. Once the dishes are shortlisted, their photos and the information provided in the enrollment form, including recipes, restaurant names, and other details, will be uploaded to the social media platforms and website of the "EatSmart Restaurant Star+" Campaign for public viewing and voting.
9. Shortlisted participants are required to participate in promotional activities arranged by the Organiser. These activities may include, but are not limited to, granting the Organiser access to their restaurants for photographing and filming the shortlisted dishes for promotional purposes.
10. Winners are required to participate in promotional activities arranged by the Organiser. These activities include, but are not limited to, granting the Organiser access to their restaurants for filming the winning dishes, attending the “HKTDC Food Expo 2025” for cooking demonstrations, and participating in celebrity interviews. The entire process will be documented and featured on the "EatSmart Restaurant Star+" Campaign website and associated social media platforms.
11. All shortlisted dishes must be made available for order at the restaurants on a daily basis from July 1 to July 31, 2025. All winning dishes must be made available for order at the restaurants on a daily basis from August 1, 2025, to January 31, 2026.
12. The Organiser shall not be liable for any delays, losses, errors, or incomplete or unrecognizable information submitted by the contestants due to technical issues, including but not limited to malfunctions of computers, networks, or other related systems.
13. Employees of the Organiser, as well as any individuals directly involved in the organization or administration

of the competition, are prohibited from participating in the competition.

14. For enrollment forms and dish photographs submitted via email, the time of receipt shall be determined based on the time recorded by the Organiser's official computer system. For submissions sent via postal mail, the time of receipt shall be determined by the date indicated on the postmark. Submissions received after the stipulated deadline will not be considered.
15. The final voting results will be deemed valid based solely on the records maintained by the Organiser's official server. Should any instances of fraud, hacking, use of fraudulent or inactive accounts, or any other unlawful or unethical activities that contravene the rules of the competition or result in irregular voting be identified, the Organiser reserves the absolute right to disqualify the contestant, or to take any other appropriate measures, without prior notice or obligation to provide further explanation.
16. The Organiser retains the sole and absolute discretion to make final decisions on all matters pertaining to the competition. This includes, but is not limited to, the interpretation, amendment, cancellation, or suspension of the terms and conditions, awards, and any other arrangements related to the event. Such decisions may be made without prior notice or any obligation to provide further justification.
17. The Organiser holds exclusive authority over all event and competition results, which are final and binding. Contestant may not contest or challenge these decisions.
18. Enrollment of the competition constitutes the contestant's acceptance of all terms and conditions. The Organiser reserves the right, at its sole discretion, to disqualify any participating unit and revoke their eligibility for awards at any time if a breach of the terms and conditions is identified. All decisions made by the Organiser are final, and no appeals will be entertained.
19. This notice has been translated into English. If there is any inconsistency or ambiguity between the English version and the Chinese version, the Chinese version shall prevail.

For enquiries, please contact Ms Cheng or Ms Tse (Tel: 3151 7645 or 3151 7637, Email: esr_cheu@dh.gov.hk)