Design your “lunch” bar Name:

A food company wants to launch a “lunch” bar onto the food market for busy people who don’t have time to make their lunch or spend their time eating it. Here is what they want:

* Balanced nutrients for the whole body (correct proportion of fats, proteins, carbohydrates).
* Great flavours (can be savoury or sweet)
* Vitamins and minerals
* No artificial ingredients
* Natural flavourings
* An eye-catching design
* Reasonable price
* Allergy advice

Your proposal

1. Brand name:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
2. Ingredients label:
3. Fill in the nutrition label for your bar:

|  |
| --- |
| **Name of bar:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_** |
|  | per 25g bar | per 100g |
| Energy (kJ) |  |  |
| Protein (g) |  |  |
| Carbohydrates (g) of which sugars (g) |  |  |
| Fats (g) |  |  |
| Fibre (g) |  |  |
| Vitamin B1 (mg) |  |  |
| Vitamin C (mg) |  |  |
| Iron (mg) |  |  |

Billboard Advert:

1. What three things does your body need food for?

**2 a** How many grams of fat would you consume if you ate two of these bars?

**c** How much water does one bar contain? Give your answer to the nearest whole number.

1. Why do you need fibre in your diet?

**4 a** Describe how the food scientists might test for starch and fat.

**5** Nestle have decided to launch the product. They need a new slogan.

**a** Write a new slogan for the marketing campaign.

**b** What sort of people are you marketing the bar towards? Why