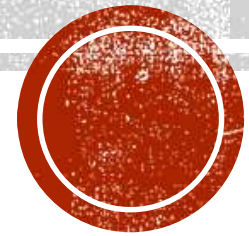


BROMFORDS DRAGON'S DEN WRAPS

LO: To design your wrap and write a persuasive pitch to be presented in September when you join year 7.





Delicious wraps!!

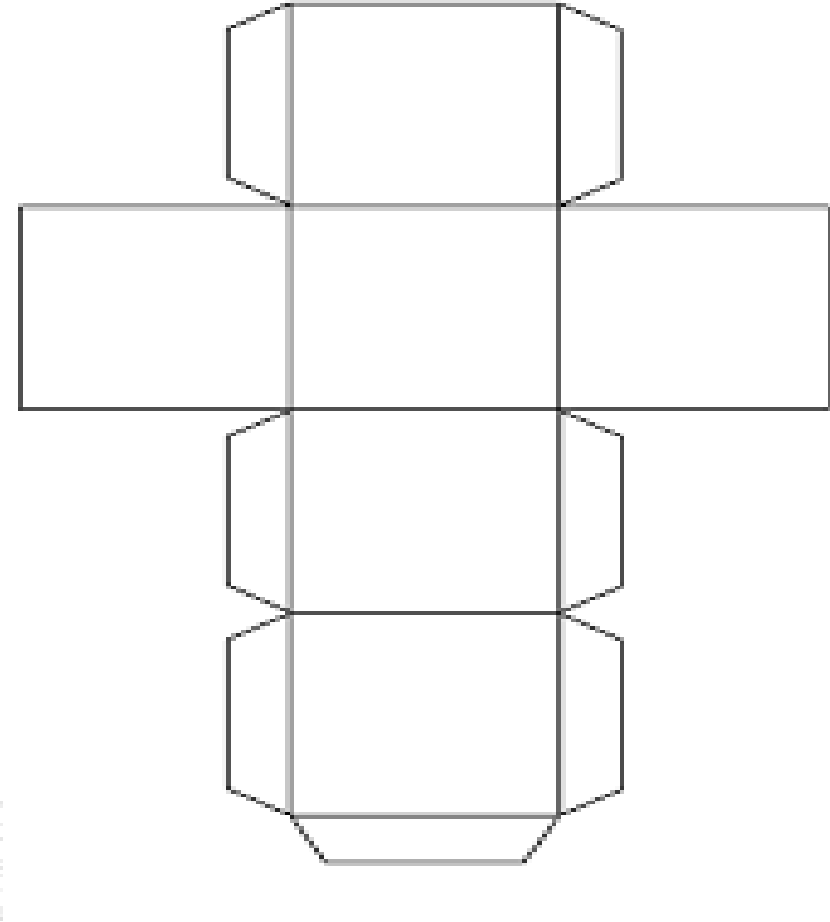


You can put just about any ingredient you like in a wrap and you can make your wrap from lots of other ingredients not just bread/tortilla. Look at the cabbage wrap above!



YOU NEED TO:

- **Design your wrap itself.** Think about:
 - The flavours and ingredients
 - The theme
- **Design the packaging.** Think about:
 - The Design of the packet
 - Is it easy accessible
 - Is it designed to attract.
 - Is the packaging environmentally friendly?
- **Design the label.** It must:
 - Contain the ingredients.
 - Nutritional value - look online to work these out.
 - Allergy advice



This template would fold up into a standard shaped box - you might want to think of an unusual shape to hold your wrap. You should try and draw the packaging flat and folded up with the wrap inside.





NICE & GREAT



Unusual packaging for food. Have a look in your fridge and food cupboard - Think about the types of materials your food packaging is made from.



Think about the nutritional value of your wrap.

Would you like to aim this wrap at a particular age group or a person who may have a specific lifestyle for example someone very sporty so they would need food that would give them energy.

Or a person who may be watching their weight....

Or a person that may have a special dietary need .eg a diabetic

Healthy options - You use wholemeal flour for a tortilla wrap ?

Would you try and think of unusual combinations of ingredients that have not be put in a wrap before?

You need to be able to present all your ideas and reasons for the ingredients in your wrap in your Dragons Den presentation

Nutrition				
Typical values	100g contains	Each slice (typically 44g) contains	% RI*	RI* for an average adult
Energy	985kJ 235kcal	435kJ 105kcal		8400kJ 2000kcal
Fat	1.5g	0.7g	1%	70g
of which saturates	0.3g	0.1g	1%	20g
Carbohydrate	45.5g	20.0g		
of which sugars	3.8g	1.7g	2%	90g
Fibre	2.8g	1.2g		
Protein	7.7g	3.4g		
Salt	1.0g	0.4g	7%	6g

This pack contains 16 servings.

*Reference intake of an average adult (8400kJ / 2000kcal)



THE PITCH.

When facing the dragons you will need:

- To prepare a script outlining - what your product is
 - why it is healthy (nutritional values)
 - why it is affordable
 - What makes it unique from the other designs.
 - why your packaging is not wasteful.

Create a script for this. Remember to be persuasive!

You will also need to prepare answers for possible questions that may be asked when you arrive in Technology in September.

