

DESIGNING A CHOCOLATE BAR

Name:

Ingredients and Flavours

Take a look at the [Ingredients Cards or List](#). Which flavours would go well together?

Which ingredients or flavours will you have in your bar?

Your Tagline (slogan)

Examples:

Cadbury's Dairy Milk: *"A glass and a half full of joy"*

Nestle's KitKat: *"Have a break, have a KitKat"*

Hershey's Milk Chocolate: *"There's a smile in every Hershey Bar"*

Your Chocolate Company Name

What is your company name? They are often named after the company founder (e.g. John Cadbury, Milton Hershey, Henri Nestle, Maitland Mackie). Some other smaller chocolate company names are *The Chocolate Tree*, *Chocolate Madagascar* and *Hotel Chocolat*.

Your Bar name

Some famous bar names are *Dairy Milk*, *Whispa*, *Flake*, *Mars*, *KitKat*, *Snickers* and *Peppermint Cream*.

Price

How much would you charge for your bar? (These wrappers are for 80g bars, about 2 standard Dairy Milks). A Dairy Milk costs around 55p. A 100g Lindt costs around £1.99.

Your Design

Colours

Take a look at the Colour Images, e.g. *bright, bold, earthy*, What colours are best for a chocolate bar?

Take a look at some of the Chocolate Bar Wrappers. Fill in the table with your ideas.

	Bar	Colour (s)	Style	Images and patterns
	e.g. <i>Coco</i>	e.g. <i>bright, pastel, bold</i>	e.g. <i>modern, traditional, trendy, ethical</i>	e.g. <i>melted chocolate, animals</i>
Which bar gets your attention the most?				
Which bar is your favourite ?				
Which bar design is the worst ?				

What do these logos mean? Are they important? Which ones will you include in your design?



Now ask your teacher for your Chocolate Bar Wrapper Template and get designing!

You might want to present your wrapper to the class.

PRESENTING YOUR CHOCOLATE BAR

Now you are going to present your design to the rest of the class. You'll need to:

- Describe the chocolate bar
- Explain why you chose the ingredients, packaging design - colours, patterns, information etc.
- Answer any questions from your classmates

Make some notes to help you when you give your presentation:

NOTES FOR TEACHERS

In the Chocolate Kitchen at the Chocolatarium, pupils will have the chance to make their own chocolate bar. They can make the bar they have invented (if they have only used the ingredients in the list) and wrap it up in the packaging they've designed!

This lesson pack is designed to be used pre-visit alongside the [Designing a Chocolate Bar Worksheet](#). The [Ingredients Cards/List](#) to ensure that the children know what all the possible ingredients are. The [Colour Images Cards/List](#) and [Chocolate Bar Wrapper Examples](#) can help them to think about packaging designs for their bar and can be displayed on a smartboard or printed off for each table/group. The [Chocolate Wrapper Template](#) (print on A4 card) is the correct size to fit the size of the bars made at the Chocolatarium.

VISITING THE CHOCOLATARIUM

The Tour of Chocolate lasts around 1 hour 30 minutes. You can choose up to 3 activities from the list of Activities on the website but the majority of visits include making chocolate – it is very fun! We are happy to adapt the visit to the learning objectives of the class, so please let us know if you have any special requests.

[Full List of Activities with Curriculum Mapping](#)

Dietary Requirements and Allergies

The Tour is accessible to people who require a vegan, lactose-free or alcohol-free diet and those who require a Halal diet usually stick to vegan-friendly ingredients. No peanut or nut products are used during the tour. For those with severe allergies, a full list of ingredients is available and we will work with you to make the visit as safe as possible for each child.

Booking

Capacity: Up to 33 children with 3 adult helpers, P4 – P7

Price: [Please check the website for current prices.](#)

Length of visit: 1 hour 30 minutes

Suggested visit times: 9.30/10.00 am – 11.00/11.30am or 1.00pm – 2.30pm

Please email info@chocolatarium.co.uk or call us on 0131 556 7005 with the number of children and adults, preferred dates, activities or curricular areas you would like to focus on and any special requests or requirements.

FURTHER TEACHING RESOURCES

Take a look at the website for further resources including:

Design Your Own Chocolate Bar Lesson and Template

History of Chocolate Timelines





























Packaging Literacy Worksheets

The Process of Chocolate Making Diagrams

Farm to Fork – The Cacao Trade

Cocoa-growing regions map

www.chocolatarium.co.uk/schools

apricot		lemon	
cacao nibs (small pieces of cacao bean)		mango	
caramel		marshmallows	
chilli		mint	
chocolate balls		coffee	
chocolate fudge brownie		orange	
dark chocolate		raspberry	
milk chocolate		rice crispies	
cinnamon		rose	
cranberry		salt	
ginger		Scottish tablet	
golden sugar		strawberry	
honeycomb		toffee	
Inca Berry (physalis)		white chocolate	

apricot



lemon



cacao nibs
(small pieces of cacao bean)



mango



caramel



marshmallows



chilli



mint



chocolate balls



coffee



chocolate fudge
brownie



orange



dark chocolate



raspberry



milk chocolate



rice crispies



cinnamon



rose



cranberry



salt



ginger



Scottish tablet

(made of butter, sugar &
condensed milk)



golden sugar



strawberry



honeycomb



toffee



Inca Berry
(physalis)



white chocolate



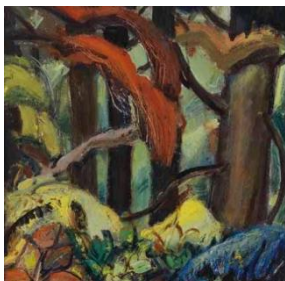
vibrant



dark



earthy



bright



dull



neutral



pastel



fluorescent



cool



warm



bold



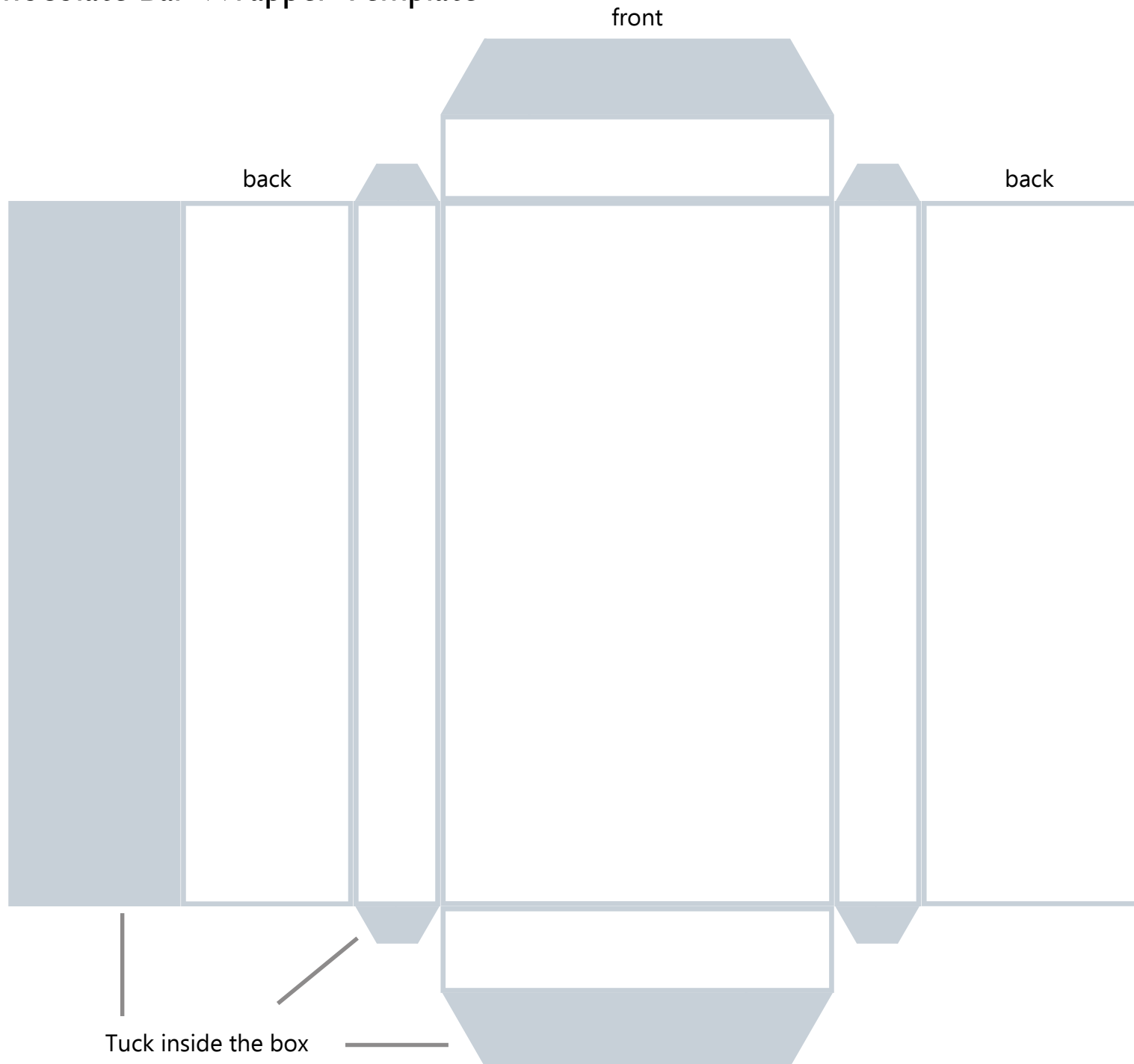
deep



CHOCOLATE BAR WRAPPER EXAMPLES



Chocolate Bar Wrapper Template



1. Print this template in A4.
Card or thick paper is best.

2. Design your wrapper. Some
ideas of things to include:

- company name/logo
- bar name
- slogan
- price
- weight (80grams)
- percentage (%) of chocolate
- ingredients
- nutritional information
- company address
- "organic"
- "vegan"
- "recyclable packaging"
- FairTrade logo

3. Carefully cut out the template.

4. Fold along all grey lines.

5. Insert your chocolate bar and
stick closed.