

## Chocolate Factory Challenge

**Duration:** 90 to 180 minutes

**Guest Numbers:** 10 - 300

**Requirements:** Sufficient space for a table plus chairs for each team

**Learning Outcomes:**

- ✓ Time Management
- ✓ Delegation
- ✓ Use of Resources
- ✓ Communication
- ✓ Teamwork

The Chocolate Factory Challenge is an original, engaging, distinctive and indulgent experience guaranteed to entertain, stimulate and educate.



After teasing your taste buds with an entertaining history of chocolate, be assured you will enthusiastically treble your daily calorie quota by enjoying your own luxury mouth-watering chocolates. As a group of apprentice chocolatiers, your challenge is to design and create a range of chocolates together with a marketing approach.

Working in groups, you will compete to design and produce the best chocolates, packaging and marketing campaign. It is a well known fact that we “eat with our eyes”, therefore, as part of the marketing approach, the appearance of the chocolates is as important as the taste... this includes packaging. Given a range of packaging options you will be required to test your creativity and decide how best to present your tantalising creations.

Our panel of judges will decide the winning group based on a combination of total cost, expected profit margins, creativity and presentation.

