

## Worksheet: Food marketing task instructions

**Congratulations!** You have a new job: You are the head marketing director for an ‘up and coming’, Irish food company. Your company has just developed a new potato based savoury snack (crisps) in a range of flavours. The company owner believes people will be more likely to buy the crisps if they think they are healthy. In reality though, this product is just a traditional packet of crisps.

The company is planning to make lots of money by promoting and selling their product as a **“handy but healthy”** snack.



### Here's some more information about the snack:

- Ingredients: Potatoes, sunflower oil, salt, lactose (milk), sugar, yeast extract, sugar, onion powder, acidity regulators: citric acid, natural flavouring\*, colours (turmeric extract), rapeseed oil. (These are the typical ingredients of a packet of crisps).
- The potatoes used are grown in Ireland.
- Salt per bag = 1g. (We should have no more than 6g of salt each day. 1g of salt per bag would be considered a lot of salt.)

\*Flavouring ingredients depend on the flavour (e.g. salt and vinegar, spicy chilli, etc.)

#### Your Task:

You need to come up with an outline of a **marketing plan** for these new crisps. You need to convince people that this product is a **“healthy but handy”** snack.

**Marketing includes:** making the product appealing to the audience, designing attractive packaging and labelling (including nutritional claims), attracting celebrity endorsements, advertising, building relationships with customers (e.g., social media), paying shops for prominent shelf space, ensuring the price of the product is right, etc.