

Peanut Butter and Jelly Challenge



Instructions

1. Make a sandwich using two pieces of bread, peanut butter & jelly
2. Produce a package for the sandwich using the materials provided for you.
3. Remember, the package should meet all the functions of a package:
 - **Promoting** and selling the product
 - Defining product identity
 - Providing **information**
 - Expressing benefits and features
 - Ensuring **safe** use
 - **Protecting** the product
4. Your product package needs a brand name and a label. Extra points will be awarded for creativity and incorporating other elements of branding. (You may use your notes.)

Your package will be graded and put through a series of tests to measure its ability to protect the product as well as be cost effective, environmentally friendly and be attractive to the customer.