

The Peanut Butter & Jelly Sandwich Challenge

Bell Work

- You need a copy of your notes from yesterday, your bell work sheet and something to write with.

Bell Work: What are the functions of a package? Give an example of each.

Have you ever wondered...

- How your food stays safe as it travels thousands of miles?
- How certain foods can remain fresh for several days after being processed?
- If the packaging protecting your food has an impact on the environment?
- What goes into the selection process for packaging materials?

The functions of packaging:

- **Promoting** and selling the product
- Defining product identity
- Providing **information**
- Expressing benefits and features
- Ensuring **safe** use
- **Protecting** the product

What is the Perfect Package?

- Packaging must do these things:
 - Protect the food
 - Be practical for consumers
 - Be practical in terms of cost
 - Have a minimal impact on the environment in terms of waste
 - Attract the customer



Instructions

- Make a sandwich using two pieces of bread, peanut butter & jelly
- Produce a package for the sandwich using the materials provided for you.
- Remember, the package should be consumer-friendly AND still protect the sandwich during transport AND attract the customer.

Instructions

There are three bins located around the classroom. Each bin has materials that you may use for your package. They do not all have the same items. Only ONE person in your group is allowed to get up and go get materials for your group. Decide who this is now....



Instructions

You must include a brand name/image on your package and some sort of label:

A brand label, a descriptive label or a grade label.

Grading the packages

- Each category will be graded with a score of 1 – 4. Here are some examples:

Measuring

(poor)1-4 (great)

Group	Appeal	Environmental Impact	Cost	Stress 1 Drop	Stress 2 Throw	Stress 3 Crush

The Stress Test Continued...

- As each test is performed, teams will open their packages to examine the sandwiches.
- Scores will be given for the condition of the sandwich after each test (you can put a new sandwich in after each one if yours is damaged too much!)

The Stress Test

- You designed a package to protect your sandwich – now it's time to put it to the test and see how well it works!
- Packages will be put through 3 stress tests that will duplicate what might happen to them during shipping/storage. Remove variables as much as possible!
 - Being dropped from a height of 8 feet
 - Being thrown against a wall from 6 feet away
 - Having weight placed on them

The moment of truth...

- As each test is performed, teams will open their packages to examine the sandwiches.
- Scores will be given for the condition of the sandwich after each test (you can put a new sandwich in after each one if yours is damaged too much!)
 - 4 = no damage
 - 3 = slight damage
 - 2 = more damage
 - 1 = significant damage