

# Industry Activity 1



## Copy master A

### Bottled water

Not all bottled water is the same.

**Natural mineral water** is water that must come from a particular source, e.g. a spring. It must be bottled where it comes from and is not changed at all. It must have a consistent mineral content.

**Spring water** must come from an underground supply of water. It may have to be treated to remove things that may spoil the water later.

**Table water** is bottled water, which can come from different sources and which may be treated. It can be from the same places as our ordinary water supply.

Bottled water can be still, or carbonated (fizzy).

### Carbonated drinks

Carbonated drinks are fizzy drinks. They contain water, sugar or another type of sweetener, an acid, and flavouring. The bubbles are made from carbon dioxide, which is a gas that is added to make the drink fizzy. The drinks can also contain fruit juice, colouring and preservatives.

### Still and dilutable drinks

These are non-fizzy drinks. Still drinks contain the same types of ingredients as carbonated drinks but without the gas.

Water has to be added to dilutable drinks before you drink them. Squashes and cordials are dilutable drinks.

### Fruit juices

Fruit juices are made from fruit. Pure juice has nothing extra added to it; some other juices might have sugar added and this must be mentioned clearly on the label. Orange, apple, pineapple and grapefruit are the most popular flavours of fruit juice.

### Smoothies/nectars

Smoothies and nectars contain blended fruit, and are often a mixture of different fruits. Some might have water and sugar added too.

### Sports drinks

These drinks are specially made to supply energy and to replace liquid that you use up when playing sports.

### To do

Write a list of all the soft drinks that you have tried. Sort these into the types of drinks explained above.

# Industry Activity 1

## Copy master B



### Your job is to find out what people like to drink.

Think of three questions that you can ask people. Put the questions in the table. Find five people to ask. Try to ask people of different ages so that you can see if different ages like different drinks. Remember, only ask people whom you know well.

Name of person	Age	Question 1	Question 2	Question 3

# Industry Activity 2

## Copy master A

Glass bottles



Plastic bottles



Cans



Cups



Cartons



Pouches



## What is packaging for?

- To **contain** the right amount of drink and to make sure the drink does not leak out
- To **protect** the drink from damage and to stop it going bad
- To **identify** the drink so that people easily recognise it and know what is in it

- To make it look good so that you can **sell** more of it

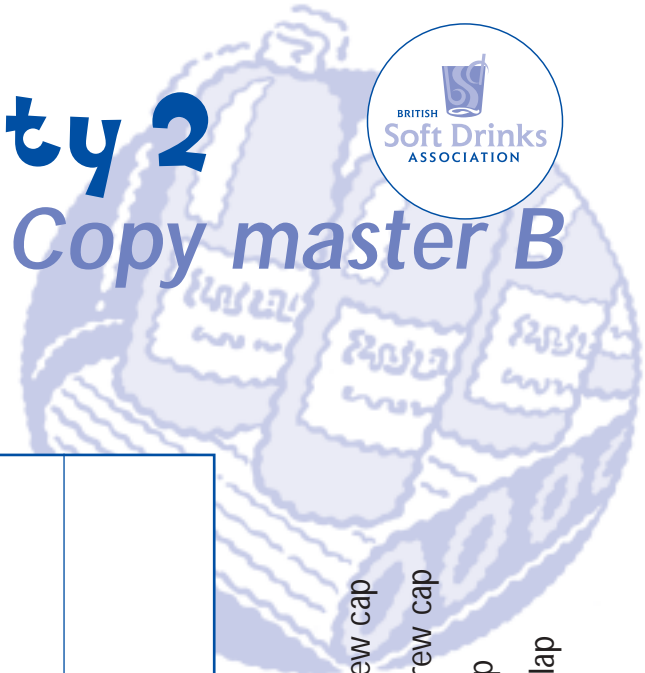
### Other points to think about are:

The environment. How much waste is being produced? Can it be recycled?

The cost of the packaging.

# Industry Activity 2

## Copy master B



Name of drink	Type of container	How much drink it holds	Weight of container	How easy is it to open?

### Words to help

- can
- pouch
- carton
- bottle
- cup

- ml = millilitres
- l = litres

grammes

- ring-pull
- metal screw cap
- plastic screw cap
- sports cap
- fold-out flap

# Industry Activity 3



## Copy master A

### If you put the packaging in the rubbish bin...



the bin is emptied. Lorries take the rubbish to a tip. The rubbish is put into a landfill site and buried. Some rubbish will rot. Some will just stay buried forever.

### If you recycle...

#### Glass

The glass is collected by lorry. The glass is crushed and cleaned. The crushed glass is put into a furnace and melted. The melted glass is made into new jars and bottles.

#### Metal

The cans are collected by lorry. The cans are sorted by magnet into steel and aluminium. The cans are shredded. The metal is put in a furnace and melted. The metal is made into big blocks. The blocks go to factories to be made into new cans.



#### Plastic

The bottles are collected by lorry. The plastic is sorted. The plastic is cut into tiny flakes. The flakes are cleaned and melted. The plastic is moulded into new things.

### To do

Another thing that can be done is to reuse old things (if they are properly clean first). Think of ways that you could use old containers for something different. Draw your ideas.

# Industry Activity 3

## Copy master B



### You will need:

a waste paper bin  
empty 2-litre bottles

Fit as many bottles into the bin as possible.

Count the number of bottles that were in the bin. Write this down.

Number of bottles in the bin \_\_\_\_\_

Count the number of people in your class.

Number of people in the class \_\_\_\_\_

If each person drank 2 litres of drink in a week, work out how many bottles would be used by the whole class.

Number of bottles used \_\_\_\_\_

Work out how many bins would be filled with bottles.

Number of bins \_\_\_\_\_

# Industry Activity 4

## Copy master A

### Recycling centres

Bottle banks are for glass. The glass should be sorted into colours – clear, green or brown.

Can banks are for washed and squashed cans, aerosols and foil.

Paper bins are for newspapers and other kinds of paper.

Textiles bins are for recycling clothes.

Worn-out clothes are made into new cloth; newer ones are often sold for charity.



### Kerbside collections

Each house is given a box or a bin to collect things to be recycled. These will be collected by special lorries.

Some areas also provide a special bin for garden waste, which is collected and will be turned into compost. The compost is then sold to gardeners to put on their gardens to help plants to grow well.

### Recycling schemes

Schools, businesses and charities sometimes have special schemes. They collect things to be recycled to raise money.

### To do

Find out where you can recycle. Find out what sort of things can be recycled.

# Industry Activity 4

## Copy master B

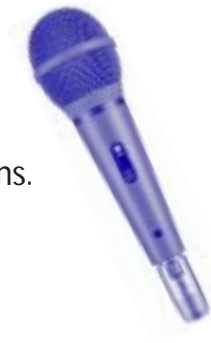


**You will need to interview two people about recycling.**

Ask them the following questions.

Do you recycle things?  
If they do, ask them the following questions.

What do you recycle?  
Where do you recycle?  
Why do you recycle?



**If they do not recycle things, then ask them why not.**

**Your job is to write a newspaper article to tell people about recycling in the area.**

**You should include:**

why they should recycle  
what they can recycle  
where they can recycle.



**Use some of the information that you found out from your interviews.**

# Industry Activity 5



## Copy master A

### Fruit juice

The fruit is picked and transported to a factory. The fruit is crushed to get the juice out. Sometimes the water is evaporated off to form concentrated juice. This is easier to transport, as it does not take up as much space. The concentrated juice is frozen, and sent all over the world.

At the fruit juice company, water is then put back in to make the fruit juice.

### Still and dilutable drinks

The water used to make a still or dilutable drink first has chlorine added to kill any germs to make sure it is safe to use. The water is then filtered to remove the chlorine, the germs, and any other matter that affects the taste. It can now be used to make drinks. The water is added to another tank, called a first mixing tank, where it is mixed with preservatives and other additives, fruit juice concentrate, flavourings, colours, and liquidised whole fruit.

This mix then moves into another tank, called a blending tank, where acid and sugar are added.

### Bottled water

Water is taken from a single spring or borehole (from underground) to make natural mineral water or spring water. It is then

filtered to remove all the bits that may be in it, and spring water may be treated to make sure that it is stable. It may then be carbonated (i.e. fizz is added).

### Carbonated (fizzy) drinks

The ingredients are transported from the companies who make them. They are then added and blended with water. The ingredients are added in very carefully measured quantities. The recipe is often kept secret so that no one can copy the drink. Carbon dioxide is added to the mixture of ingredients and water to make it fizzy.

All the drinks are put into containers. Sometimes the containers already have labels printed on them, or labels are then put on the bottles, and they are checked carefully. The containers are then packed into boxes to make them easier to carry. They are taken to a warehouse for storage and then transported to the shops.

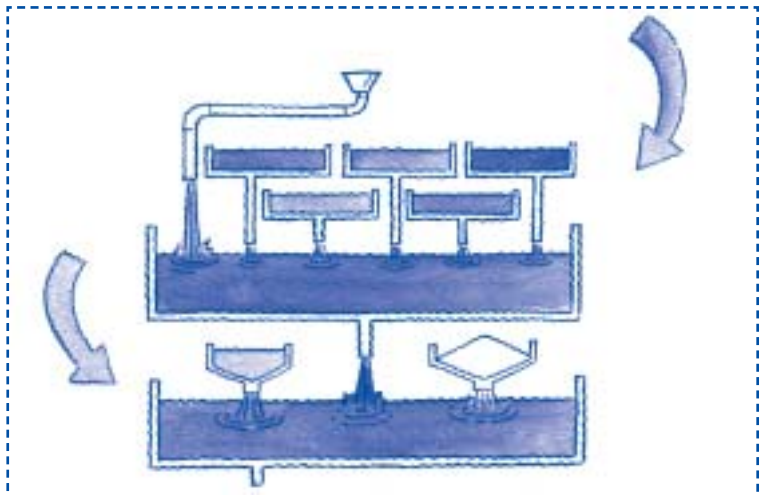
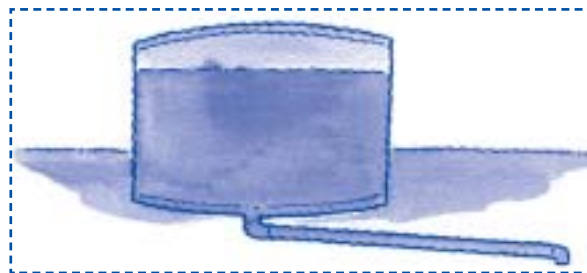
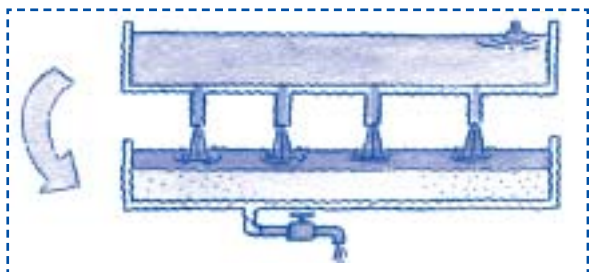
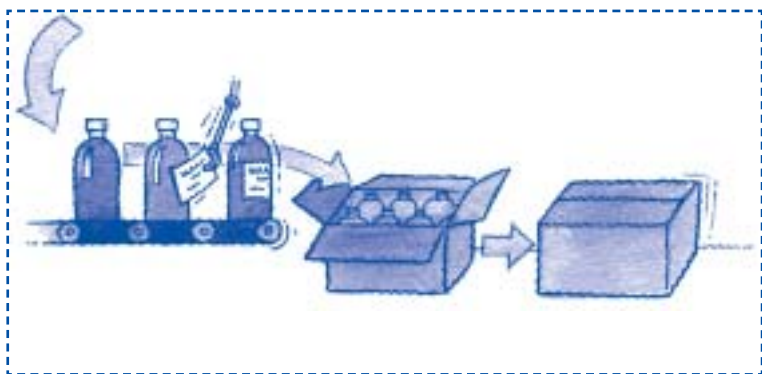
# Industry Activity 5



## Copy master B

### How still drinks are made

Cut out the boxes and sort them into the correct order. Stick them onto a sheet of paper. Write underneath each box what is happening.



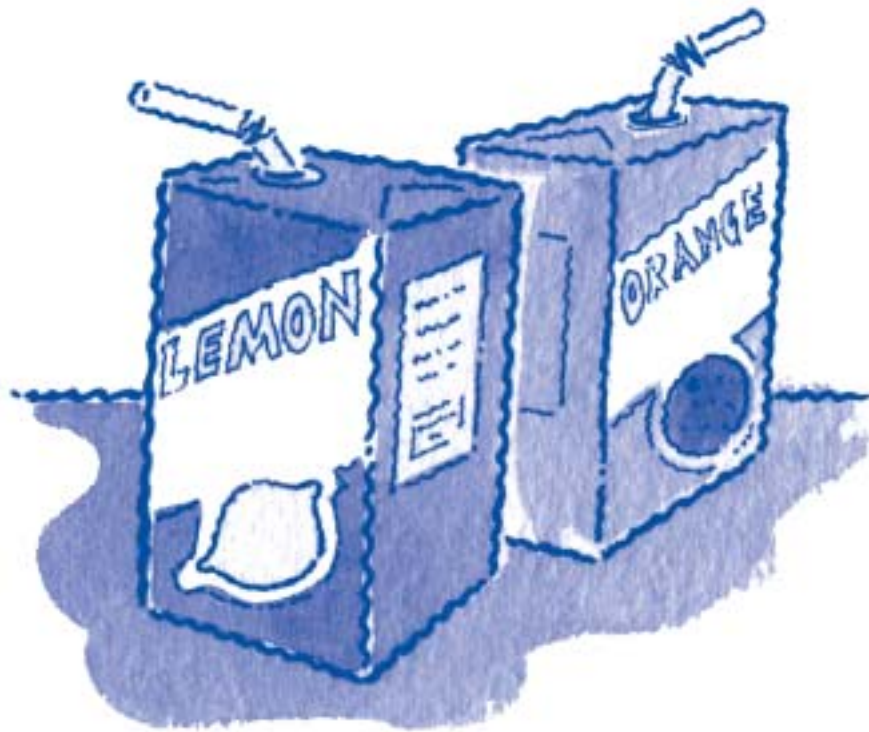
# Industry Activity 6



## Copy master A

**In your teams, think of as many jobs as you can that are involved with producing this drink.**

Write them around the carton.



# Industry Activity 6



## Copy master B

### Things to think about...

Where do the oranges come from?

What is the carton made from?

Who sells the drink to the shops?  
Who sells the drink to you?

Who might work in an office at the factories?

Who designs the packaging?

Who makes up the recipe?

How do things get moved around?

Who is involved in advertising the drink?

# Industry Activity 7

## Copy master A



### Different jobs need different skills.

Choose some jobs from the last activity and write them in the first row. In your teams, discuss whether the person would need the following skills or 'likes' in order to do their jobs. Tick the box if they do.

	Job:	Job:	Job:	Job:	Job:
Good at drawing					
Good at talking to people					
Good at doing practical work					
Good at using computers					
Good at driving					
Good at thinking up new things					
Good at maths					
Good at working with others					
Good at working on their own					
Good at organising people and/or things					
Likes working indoors					
Likes working outdoors					
Likes working in one place					
Likes to travel with their job					
Likes to work regular hours					
Likes to work shifts (sometimes at night)					

# Industry Activity 7



## Copy master B

**You have to make a wall display about different jobs.**

Choose a job.

Draw a picture of the person doing the job.

Describe what the person does.

Write down the skills that the person should have.

# Industry Activity 8



## Copy master A

Before a new soft drink is made there is a lot of market research to make sure that the new drink will be successful.

### What is your target audience?

Who will be buying and drinking the drink? Different groups of people want different things. They also need different things; for example, some people prefer different flavours or different formats. Drinks can be heavy, so it is important that people are able to carry drinks home with their shopping.

### What is already available? What makes the new drink different?

If the new drink is the same as many other drinks it might not be as successful as something slightly different.

### How will it be packaged?

The packaging must be practical. It should sit on shelves easily, be able to be put into larger boxes for transport and be easy to hold and open. Where possible, the package should be able to be recycled.

### Is the price right for the group of people you have chosen?

Different groups of people have different amounts of money that they can spend; for example, if the new drink is designed for children it should be able to be bought with their pocket money.

### Where will it be sold?

The drink will need to be sold in the sort of places where the target audience goes shopping.

### How will you tell the target audience about it?

People find out about new drinks from advertising. This needs to be in the right place too, so that the adverts are seen, heard or read by the people who would buy the drink.

### To do

Think about a drink for keen sports players.

1. What sort of drink would a sports player need?
2. What sort of packaging would they want?
3. Where would you sell the drink?
4. How and where would you advertise the drink?

# Industry Activity 8



## Copy master B

You are going to design a new soft drink for people of your own age, which is suitable to take on a school trip as part of a packed lunch.

### Things to think about

- The packaging must be easy to carry
- The packaging must be strong enough not to burst open in your bag
- The drink must be thirst-quenching
- The drink should contain enough liquid

### You will need to answer these questions.

- What kind of drink will you make?
- What flavour will you make?
- What sort of packaging will it have?
- How much would people pay for your drink?
- How do you open it?

### You will need to find out...

what most people would want by carrying out some market research.

Make up some questions to ask as many people in your target audience as possible. For each question, offer several choices of answer; for example:

Would you prefer: a .....

b.....

c.....

d.....



Once you have found out what people would like, you must decide on the sort of drink you will make.

# Industry Activity 9



## Copy master A

Advertisements must be made to appeal to the target audience. Packaging should have a logo (a picture or packaging that helps to sell the product).

Some advertisements have a slogan, a particular saying, rhyme or tune which makes people think of the product when they hear it. Some have a famous person in them.

### The main reasons for advertising are:

- To provide information about the new drink
- To persuade people to buy it
- To convince people that they might prefer this drink to those that are already available

### Ways of advertising:

- Billboards on bus shelters and by the side of the road
- Newspaper and magazine advertisements
- Television and radio advertisements

### Ways of introducing a new product are:

- Free samples delivered to the door
- Coupon offers
- Tasting opportunities at local shops
- 'Buy one, get one free' offers
- Free gifts with the product
- Selling it at a low price at first

### To do

Think of an advertisement that you like. Write about why you like it.

# Industry Activity 9



## Copy master B

### Think of a name for your drink.

Design your drinks container and a label.

Make sure it contains all the legally required information:

- 'Best before' date
- List of ingredients
- Storage instructions

What else should you include on the label?

### Make up an advertising campaign.

- Write and act out a television advertisement
- Draw an advertisement for a magazine
- Write and record a radio advertisement

You will, as a team, explain to the rest of the class what your drink is and how you are going to advertise it. Each member of your team has to be involved.

### Make sure that you work as a team.

In your team, decide what everybody is going to do.

Find out how much time you have, and plan your time.

If you finish your job, help somebody else.

By the end of the time given, you should have:

- A name for your drink
- A label for the drink
- Examples of material from your advertising campaign, this could be:
  - a poster*
  - a tape of a radio advert*
  - a storyboard for a television advert*
  - a performance of your advertisement*

# Industry Activity 10



## Copy master A

### How did your team do?

My team made

I helped my team by

One thing that went well was

One thing that I would do differently next time is

