

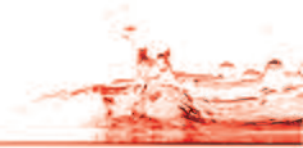
Value drink

The Market Research department identified a target group of people who said that a low price was the most important factor when choosing a drink.

Your team is to produce the best **value drink**.

You must try to keep all your costs as low as possible, whilst still making a drink that is safe and nutritious.





Organic drink

The Market Research department identified a target group of people who said that natural ingredients with no additives or preservatives were the most important factor when choosing a drink.

Your team is to produce an organic drink.

You must make sure that you source all your ingredients carefully.



Fair Trade drink

The Market Research department identified a target group of people who said that buying Fair Trade products was the most important factor when choosing a drink.

Your team is to produce a Fair Trade drink. You must make sure that you source all your ingredients carefully.



'Green' drink

The Market Research department identified a target group of people who said that an environmentally friendly product was the most important factor when choosing a drink.

Your team is to produce a 'green' drink that is as environmentally friendly as possible.

You will need to research:

Food miles

Recycling options for packaging

Choice of ingredients e.g. raw products, pesticides.

