

Liquids Mean life

DESIGN BRIEFS

Use the worksheets provided to research into the types of drinks and methods of production you could use in developing your own new drink. Follow the guidelines supplied to guide you in the stages of developing your drink product. Note that all design briefs require reference to Liquids Mean Life, Wrapping Up, Legislation and Good Practice and Getting to the Market Place.

1. Fruit juices are high in many of the vitamins our bodies need. Design a new drink blending two or more juices which would encourage teenagers to buy low calorie drinks to quench their thirst. (Reference: **Fruit Juice** and **Still and Dilutable Drinks**).
2. Design and make a drink which would be suitable for children between the ages of five and ten years. It should contain fibre, appeal to children's tastes, be packaged in small portions and be easy to use. (Reference: **Fruit Juice** and **Still and Dilutable Drinks**).
3. Sports enthusiasts need to drink plenty of liquid to replace fluid lost through physical activity. Design and make a drink which would be suitable for use during and after training and is aimed at restoring fluid. It should be carried in a lightweight container and be stored without the need for refrigeration. (Reference: **Carbonated Drinks, Fruit Juice, Still and Dilutable Drinks** and **Bottled Water**).
4. Some consumers prefer drinks which use organic or natural ingredients. Design and make a drink which is sweetened with foods which are rich in natural sweeteners. (Reference: **Carbonated Drinks** and **Bottled Water**).
5. Water is the major ingredient in all soft drinks. Design and make a new soft drink (flavoured water) which is clear in appearance. It should be packaged in a lightweight container. (Reference: **Carbonated Drinks, Still and Dilutable Drinks** and **Bottled Water**).
6. Carbonated drinks are popular with a variety of age groups and are available in a variety of different sizes. Design and produce a carbonated drink, to be packaged in a small, lightweight container, suitable for lunch boxes and picnics. (Reference: **Carbonated Drinks, Still and Dilutable Drinks** and **Bottled Water**).
7. Bottled Water is the fastest growing soft drinks sector. Produce a water which is suitable for adults over 60. It should be easy to use and packaged in an easy to open container. (Reference: **Bottled Water**).
8. Bottled Water's popularity is based strongly upon its consistency and convenience. Design a pack to hold a bottled water product which is easy to use and resealable. (Reference: **Carbonated Drinks** and **Bottled Water**).
9. Produce a drink designed to be consumed with food in a restaurant or catering outlet. The packaging should be returnable or re-useable. (Reference: **Carbonated Drinks, Fruit Juice, Still and Dilutable Drinks** and **Bottled Water**).
10. Design a drink aimed at the over 60s age group which is high in energy and vitamins or minerals. It should be easy to open and store and be packaged in a lightweight container. (Reference: **Carbonated Drinks, Fruit Juice, Still and Dilutable Drinks** and **Bottled Water**).

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TASK GUIDELINES

These guidelines are for use by able pupils or to guide teachers in simplifying worksheets for use by a variety of pupils with different abilities.

1. Identify the Design Brief you have been asked to do or have chosen to develop.
2. Use the worksheets provided to find out how the drinks are made on a large scale.
3. Analyse the needs and opportunities you could consider for your new drink. What difficulties do you think could arise? (Strengths, Weaknesses, Opportunities, Threats - SWOT analysis).
4. Research a variety of drinks which are available in supermarkets. Group them according to their type and where they are stored.
5. Carry out market research (questionnaire or survey) to find out what people like and dislike about the variety of drinks available on the market today.
6. Analyse a variety of existing drinks and their packaging. What are their strengths and weaknesses. How might they be improved? (SWOT).
7. Produce a design specification using the results of your market research and an analysis of existing drinks and packaging.
8. Create a selection of design ideas for your drink, taking into account the results from your market research. Produce a variety packaging designs, stating the materials, sizes, closures etc to be used taking into account your target market. Identify the best idea and give the reasons for your choice.
9. Trial your idea and conduct tasting sessions. Record the results and evaluate your findings.
10. List the ingredients and processes required to produce your drink. State how it should be stored.
11. Produce your final idea and serve it attractively to be photographed as evidence.
12. Analyse the nutrition of your drink. Produce a label as it would appear on your packaging.