

Healthy eating product launch

Although people are apparently becoming more interested in health and fitness, the levels of obesity, diabetes and heart disease are still very high.

Of course, one of the ways in which we can create a healthier lifestyle is through a sensible diet.

Because of this, many food manufacturers are launching healthy foods onto the market.

In groups:

- create a new healthy food product.
- design its box, carton or other container.
- create an advert for your new healthy food to appear on an internet page, magazine or newspaper.
- compose a press release to alert the world to the new product.

Consider

The first thing you have to do as a group is to decide which new health food product you would like to create. Think over the discussion/research topic you completed, to give you an idea as to what food you might create that could contribute towards a good diet. A new Italian seasoned bean-burger? A new drink using a blend of coconut milk and fresh fruit juice? Healthy chips made from sweet potatoes and drizzled with olive oil and honey? Get your thinking hats on and see what you can come up with and use the internet or library to research the nutritional value and health benefits of your new dish.

Decide

Next you will have to decide how to package your product. Remember that you must follow the conventions of food product packaging (in other words, all foods must have certain information on their labelling). Have a look at different type of foods and see what they all have in common – those are the things that you must include. The labels should have an eye-catching design. If you are promoting a food that gives you energy, then perhaps your colour scheme should be vibrant. If you are producing a food that will help someone slow down and relax, then your colours should be softer.

Evaluate

You will now have to create an advert for an internet page, magazine or newspaper. Have a look at a selection of adverts to see what makes them effective. Many adverts seem to promise certain things with the visuals and the language that they use. For example, to attract us, advertisers often show healthy, good looking people in exciting or exotic locations. Look at the colours, music, images, slogans and text. To what extent do you find them effective tools for getting the message across? What message are you going to try and get across

Create

Finally you will have to prepare a press release for your product. A press release is a way of communication that many companies use to help them generate publicity. The press release is written and then sent to lots of different media such as television stations and shows, newspapers, magazines, radio stations etc. The press release is written with the intention of getting the people who work in the media interested enough that they will run a story on your product – in other words free advertising!

Writing the press release

Use the writing frame to help you compose your press release. Remember that your language throughout the press release should be in a formal register at all times.

informal register	formal register
don't	do not
I aimed the product at young people	the product is aimed at young people
kids	children
loads of	many/several
you will want to buy it	the consumer will want to buy it
TV	television

Product name:	New Hearty Pizza	Your product
Summary of the facts	Hearty Pizza is a new, delicious and totally healthy pizza aimed at those people who are interested in keeping their bodies in top shape.	
Facts about the product	Inspired by one of the most beautiful and healthy regions of Italy, the Hearty Pizza is a wholemeal, vegetarian pizza topped with fresh vegetables and low fat cheese and fortified with vitamins and minerals.	
Benefits for our health	The wholemeal base offers protection for your heart whilst improving the digestive process. The tomatoes on the topping offer antioxidants that help support healthy cardiovascular and immune systems. The low fat soft cheese has been fortified with a scientifically balanced	

	combination of vitamins and minerals that will help keep your skin, teeth, nails and hair in the best possible condition.	
Endorsement (someone well known or respected who thinks your product is great)	Famous Olympic cycling champion Billy Pedals says, "I regularly eat Hearty Pizza because with its combination of wholemeal carbohydrates and fresh vegetable toppings, I know that I am getting a lasting boost of energy and the necessary proteins, vitamins and minerals to help my body recover from extreme exercise.	
Final summary of why your product is so good	Hearty Pizza is a nutritionally balanced and extremely tasty pizza that will not only fill you up, but will help you keep your body in top condition.	
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