

# Our guide to designing biscuits



# What we are learning today?

- What is a biscuit?
- When do we eat biscuits?
- What biscuits do you like?
- Design a biscuit – the five W's
- Ideas for biscuits
- What are the important features?
- Checking people would like the biscuit
- Making a biscuit
- Review



# What is a biscuit?

A biscuit is a flat sweet or savoury snack.

Biscuits are normally crisp when first made but go soft when stale  
In contrast, cakes are normally moist when first made but go hard when they are stale.

So, is a Jaffa Cake a cake or a biscuit?





A Jaffa Cake is a cake because if you leave them out, (and nobody eats them!) then they will go hard like a cake!



# When do you eat biscuits?

- As a treat?
- With cheese as part of a meal?
- Instead of a meal?
- As a snack between meals?
- At what other times do you eat a biscuit?



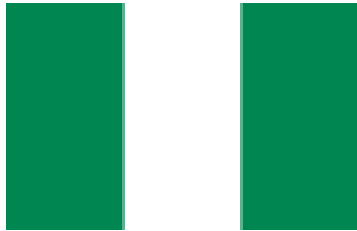
# People eat the same biscuit differently around the world



- Digestives are eaten in this country for breakfast



- Digestives are eaten in this country with cheese instead of crackers



- Digestives are eaten in this country as a meal

Take a look at the flags, which countries are they?





# The answers!



- Digestives are eaten for breakfast in **Spain**



- Digestives are eaten with cheese instead of crackers in **Sweden**



- Digestives are eaten as a meal in **Nigeria**



# What biscuits do you like?

There are all sorts of different types of biscuit:

- Savoury biscuits for cheese, dips or snacks
- Sweet biscuits as a snack between meals
- Luxury biscuits to have as a treat or give to someone as a gift.

They come in a wide variety of colours, shapes and sizes.

**What is your favourite?**





# Designing a biscuit

To design a successful biscuit you have to think of the five W's

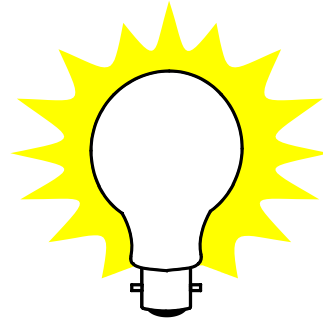
- **Who** – who would eat it? Do you want it to appeal to children, adults or both?
- **When** - when would they eat it? As part of a meal eg breakfast, as a snack or as a treat
- **What** – what will the biscuit be like?
- **Where** – where would they eat it? Would it be best as a handy bite sized biscuit or one from a biscuit tin?
- **Why** – why would people choose your biscuit? Would it be healthier than other biscuits, tastier, more fun to eat?



# Idea starter – a breakfast biscuit

You have overslept, aaagggghhhh!! It's too late to have a bowl of cereal or some toast, but you **MUST** have something to eat before you go to school. You get a breakfast snack to have whilst you're packing your bag (and before you clean your teeth!)

- What would a breakfast snack be like?
- What ingredients would you put in it?
- What would it taste like?
- What would it look like?
- How big is it?
- What does it smell like?
- What does it feel like?
- How would it be packaged?



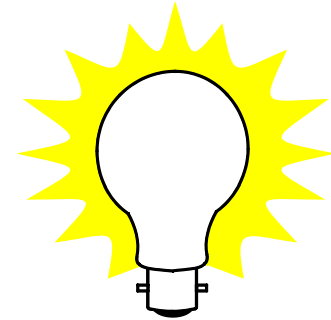
**Write down and draw your idea on the paper.**



# Idea starter - a sweet biscuit

You've had your dinner, but fancy a change for your dessert.

- What would a sweet snack that you could have for your dessert be like?
- What ingredients would you put in it?
- What would it taste like?
- What would it look like?
- How big is it?
- What does it smell like?
- What does it feel like?
- How would it be packaged?



**Write down and draw your idea on the paper.**

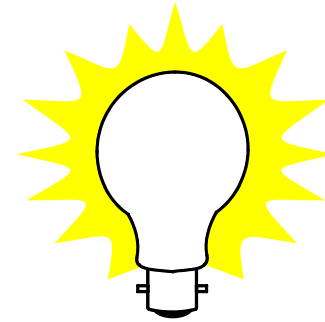




# Idea starter- a biscuit gift

It's a friend's birthday and instead of getting them flowers or chocolates, you see these new biscuits that you know they will love...

- What would they be like?
- What ingredients would you put in them?
- What would they taste like?
- What would they look like?
- How big are they?
- What do they smell like?
- What do they feel like?
- How would they be packaged?



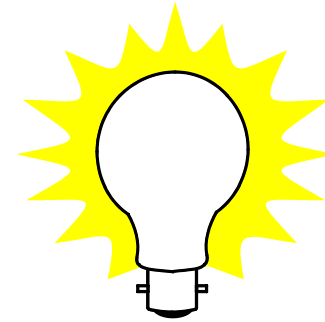
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# Idea Starter - after school snack

There goes the bell, home time. You get home and you are starving! You've got to eat something, but you know you can't have too much or you will be in trouble if you don't eat your tea! You want something new...

- What kind of biscuit do you ask for?
- What ingredients would be in it?
- What would it taste like?
- What would it look like?
- How big is it?
- What does it smell like?
- What does it feel like?
- How would it be packaged?



**Write down and draw your idea on the paper.**



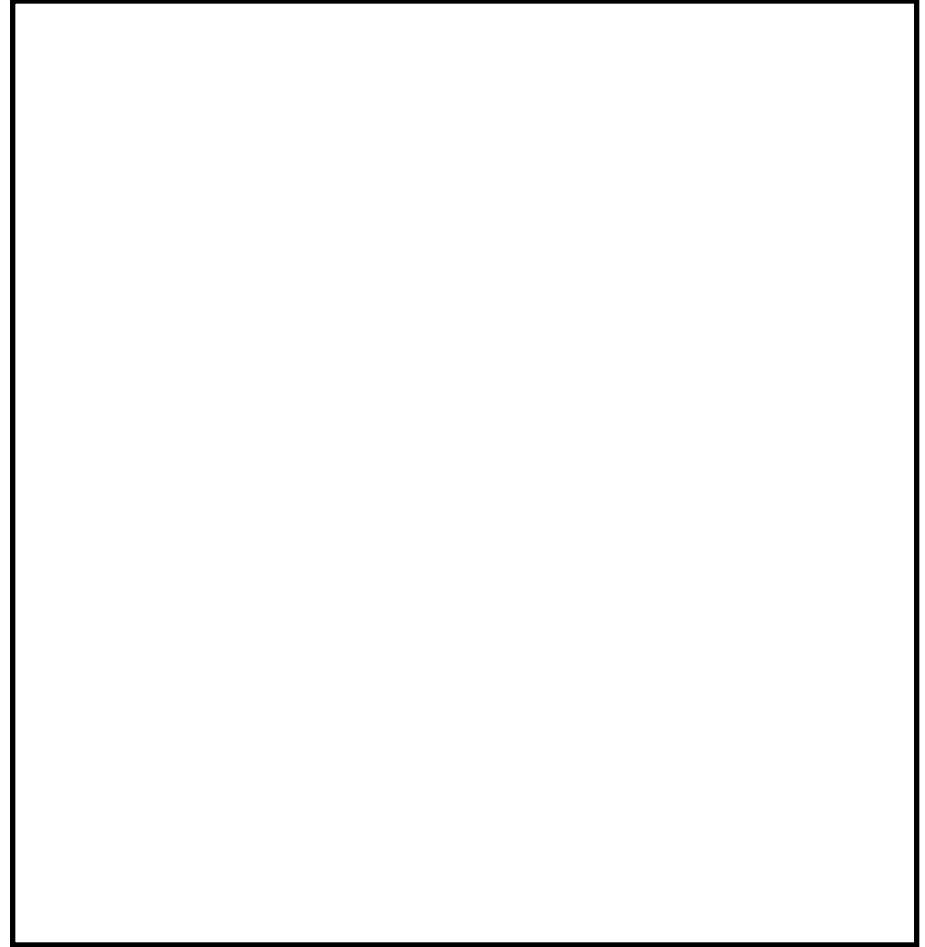
# Your ideas

Sketch product & pack

**Our idea is called :**

What is it? Describe it.

Why is it such a great idea?





# Will people like your idea?



- Once you have some biscuit ideas, it is a good idea to ask some other people which biscuit idea they like the best
- Think of three biscuit ideas and ask 10 people which one they like best. That will help you choose which one to make.

**It's always good to get feedback!**



# The biscuit designing process



Follow these eight steps to take your biscuit from an idea to a product ready to sell.

1.

Decide what you want to develop;  
Who, what, where, when, why

2.

Come up with ideas

3.

Check the ideas with consumers (if they like them go to #4, if they don't move back to #2)

4.

Choose your ingredients, develop the recipes and the packaging and check them with consumers (stay here until they like them)

5.

Test the new recipes and packaging (stay here until you get it right, then move to #6)

6.

Develop the new name, packaging design and advertising and test them with consumers (only move to #7 when the consumers like them)

7.

Decide what price you will sell it at

8.

Your product is now ready to sell!



**Now it's time to make some biscuits!**





# When you have made your biscuits



Review your finished biscuits against your five 'W' goals:

- **Who** – who would eat it? Will your biscuits appeal to the people you are aiming for?
- **When** - when would they eat it? Will your biscuits be right for the type of snack you are aiming for?
- **What** – what will the biscuit be like – do they look like you expected?
- **Where** – where would they eat it? Will your biscuits be easy to eat
- **Why** – Why would people choose your biscuit? Do your biscuits have any special features?



# Have fun!



Don't forget to visit our [123healthybalance.com](https://www.123healthybalance.com) website for nutritional information for our products, a full list of ingredients and guidance on maintaining a balanced and healthy lifestyle.

