

# CHOCOLATE FACTORY CHALLENGE

## DURATION

90 – 150 minutes  
(according to guest numbers)

## REQUIREMENTS

Sufficient space for  
a table plus chairs  
per team

## GUEST NOS.

10 - 200



EVENT  
VIDEO



**The Chocolate Factory Challenge is an original, engaging, distinctive and indulgent experience guaranteed to entertain, stimulate and educate. After teasing your taste buds with a quick history of chocolate making, be assured you will enthusiastically treble your daily calorie quota by enjoying your own luxury mouth-watering chocolates.**

As a group of apprentice chocolatiers, your challenge is to design and create a range of delicious chocolates with a marketing approach in mind.

Working in groups, you will compete to design and produce the best chocolates, packaging and marketing campaign. Our panel of judges will decide the winning group based on a combination of total manufacturing cost, creativity and presentation.

**“The Chocolate Challenge was a great way for everyone to have fun! Lots of interacting and the use of everyone's ideas!” The Travel Retail Consortium**



# CHOCOLATE FACTORY CHALLENGE

## DETAILS

After the welcome and short introduction by your Event Manager to the world of chocolate, your teams of 8-10 guests are challenged with designing and making a mouth-watering box of unique chocolates! We supply the expertise, ingredients, microwaves, utensils, and aprons...all you need is your imagination!

Teams will need to pool their talents in order to design and manufacture a complete chocolate concept. Design, taste testing, packaging, finishing touches and branding all form part of the test, so your teams will need to become stream lined efficient chocolate factories to succeed in this challenge!

## THE CHOCOLATES

- Milk, dark & white chocolate
- Flavourings (which can include the alcoholic kind!)
- Colourings
- Fudges, toffees and other fillings

Teams can melt, mix, crumble and chop a delicious array of ingredients to create their sugary treats. This gives a great scope for an amazing variety of creations. No two boxes of chocolates are the same!

## PACKAGING & MARKETING

It is a well-known fact that we “eat with our eyes”, therefore, as part of the marketing approach, the appearance of the chocolates is as important as the taste... this includes packaging.

Each team has a pack of craft items to make an attractive container that will complement the design of your chocolates. And of course, the all-important product name and logo to form an unforgettable brand!

## FINALE

Finally, once the teams have applied all the frantic final touches to their creations then it's time to present their products to the judges. Each team will explain their taste and packaging concepts in the hopes of claiming the coveted Chocolate Factory winner's prizes!

## WHY NOT ADD OUR EVENT PHOTOGRAPHER FOR £600?

Our seasoned photographer will capture all the action throughout the event and we'll send you the great shots after the event on CD.

