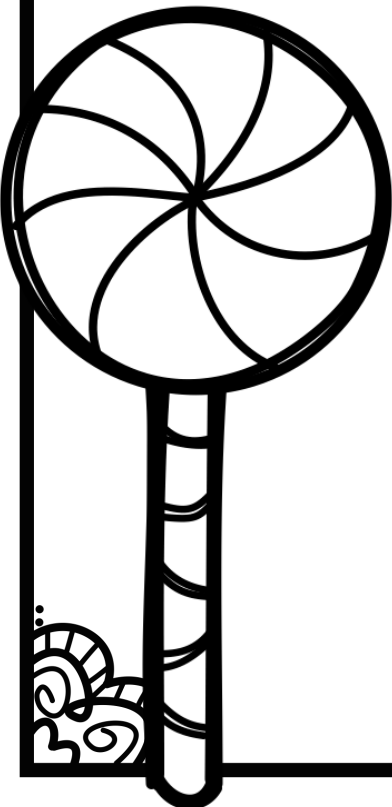


WILLY WONKA'S contest

As you may know, Willy Wonka wants to retire and give the factory to Charlie. However, before going, he wishes to find a new partnership with candy makers in order to help Charlie keep the business rolling. Therefore, to make sure of the future success of Charlie's Chocolate Factory, he wants to find the best team to fill this position. Willy Wonka will hold a contest with the finest candy makers around the world. Of course, you will participate to this contest as you will become a divine candy/chocolate maker. Here is what you will need to do to officially participate to the contest.

- 1. FIND A NAME FOR YOUR CANDY**
- 2. FIND A FUNCTION TO YOUR CANDY**
- 3. CREATE THE PACKAGING OF YOUR CANDY**
- 4. FIND A RECIPE AND MAKE SAMPLES TO TASTE**
- 5. PREPARE A CHART WITH THE INGREDIENTS**
- 6. FIND A SLOGAN TO CATCH THE ATTENTION**
- 7. WRITE A 5-SENTENCE TEXT TO PERSUADE MR. WONKA TO CHOOSE YOU.**
- 8. FIND A COMPANY'S NAME AND LOGO**



READ THIS EXTRACT FROM THE BOOK AND ANSWER THE QUESTIONS.



EXTRACT ONE

from Chapter two: Mr Willy Wonka's Factory (349 words)

"Oh, what a man he is, this Mr Willy Wonka!" cried Grandpa Joe. "Did you know, for example, that he has himself invented more than two hundred new kinds of chocolate bars, each with a different centre, each far sweeter and creamier and more delicious than anything the other chocolate factories can make!"

"Perfectly true!" cried Grandma Josephine. "And he sends them to *all* the four corners of the earth! Isn't that so, Grandpa Joe?"

"It is, my dear, it is. And to all the kings and presidents of the world as well. But it isn't only chocolate bars that he makes. Oh, dear me, no! He has some really *fantastic* inventions up his sleeve, Mr Willy Wonka has! Did you know that he has invented a way of making chocolate ice-cream so that it stays cold for hours and hours without being in the refrigerator? You can even leave it lying in the sun all morning on a hot day and it won't go runny!"

"But that's *impossible!*" said little Charlie, staring at his grandfather.

"Of course it's impossible!" cried Grandpa Joe. "It's completely *absurd!* But Mr Willy Wonka has done it!"

"Quite right!" the others agreed, nodding their heads. "Mr Wonka has done it."

"And then again," Grandpa Joe went on speaking very slowly now so that Charlie wouldn't miss a word, "Mr Willy Wonka can make marshmallows that taste of violets, and rich caramels that change colour every ten seconds as you suck them, and little feathery sweets that melt away deliciously the moment you put them between your lips. He can make chewing-gum that never loses its taste, and sugar balloons that you can blow up to enormous sizes before you pop them with a pin and gobble them up. And, by a most secret method, he can make lovely blue birds' eggs with black spots on them, and when you put one of these in your mouth, it gradually gets smaller and smaller until suddenly there is nothing left except a tiny little pink sugary baby bird sitting on the tip of your tongue."

1. After reading the extract one, which candy would you choose to eat and why?
2. Which candy did you think had the best name and why?
3. What was that candy's function? What was special about it?

WHICH WORDS WILL WOW?

A good product needs a catchy name! Start by thinking about what function your sweet will perform (what job it will do), and which words will help spread this message. Below are some words which you may find helpful. Sort them into the correct word class, then add some of your own.

FIZZY TASTY flavour Juicy MELT FOUL
MELT POP BLAST DELICIOUS GAG

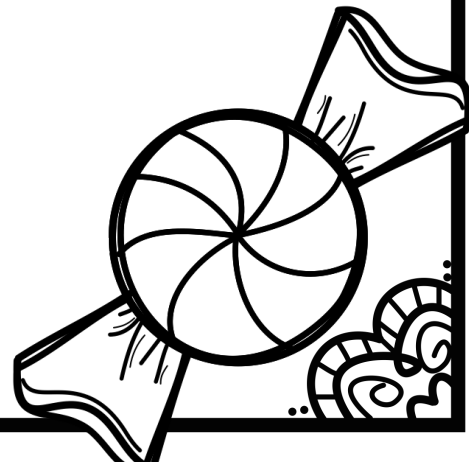
Nouns	Verbs	Adjectives

Ronald Dahl was a master of inventing new words. Try combining some of these descriptive words to create a name for your sweet e.g. Fizzblasters, Gagjuice. Then, find the job it will serve. Finally, find a catchy slogan to your sweet.

MY SWEET WILL BE CALLED

ITS FUNCTION WILL BE

OUR SLOGAN WILL BE



FIND THE RECIPE

You now need to find a recipe to create your super candy. Once you found it, write down the list of ingredients needed to complete it. Don't forget to add the link to the recipe.

Ingredients

✓

✓

✓

✓

✓

✓

✓

✓

✓

✓

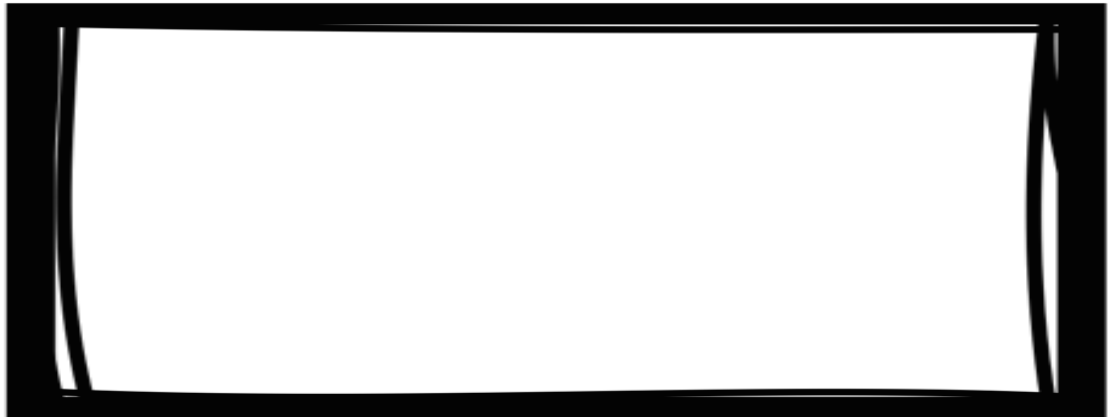
PERSUASIVE PACKAGING

An inventive product like yours deserves some exciting packaging! Sketch your packaging on a blank paper. Make sure the name is clear and the design is eye-catching. Remember to include tempting verbs and adjectives!

SWEET PERSUASION

Time to present your sweet to Mr. Wonka. Write a presentation about your sweet to persuade Willy Wonka to hire you as his new inventor (5 sentences). Make sure to include the following questions in your text.

- *What is unique about your sweet?*
- *What reason(s) would people buy your sweet for?*
- *Why should Willy Wonka choose you as his new sweet inventor?*



PERSUADE OTHERS

You will have the chance to present your sweet to another class of sixth graders. They will have the task to vote for the best candy in the class. The team with the most votes will be selecting as Willy Wonka's new sweet inventor. The other class will be handed 3 golden tickets and will hand them in only to the most delicious and unique candy.

