

Snack Attack Pitch

Goal

Invent a new healthy snack that kids would actually want to eat — then give it personality, branding, and a pitch to win over the buyer!

Mission

Part 1: Create Your Snack

- **Brainstorm a brand-new healthy snack idea.**
- **Think about taste, crunch, texture, and fun.**
- **Note: You don't need actual food — this is about the idea, not cooking.**

Part 2: Branding & Packaging

- **Give your snack a name, a slogan, and a personality.**
- **Design packaging using the materials provided**
- **Make it colorful and eye-catching so it stands out on the shelf.**

Coordinator Card

Time (Total: 12 minutes)

- **Snack Idea & Packaging (5 min):** Brainstorm the snack, brand it, and begin building packaging.
- **Spark Reveal**
- **Pitch Prep (5 min):** Finalize your pitch with the added Spark and polish your delivery.
- **Presentation (2 min):** Deliver your pitch to the buyers.

Resource Card

Materials

- **1 cardboard box**
- **4 index cards**
- **1 sheet of aluminum foil**
- **1 plastic ziplock bag (quarter size)**
- **1 paper plate**
- **3 pipe cleaners**
- **1 sheet of construction paper**
- **12" ribbon**
- **1 plastic bottle**
- **2 mailing labels**

Items that may not be damaged:

- **Markers**
- **Scissors**

Strategist Card

Scoring (100 points total)

- **Creativity of Snack Idea (20 pts):** Is the concept original, fun, and realistic for kids?
- **Branding & Packaging (20 pts):** Is the design eye-catching, clear, and imaginative?
- **Presentation & Persuasion (20 pts):** Was the pitch confident, engaging, and convincing to the judges?
- **Spark Inclusion (10 pts)**
- **Teamwork & Adaptability (30 pts):** Clear roles, respectful communication, additive ideas, time management, Spark adaptability.

The Spark Card

Rhyming Twist

Halfway through, teams learn that their snack name and slogan must rhyme — and they only have a limited time to make it work!

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