



Gemma the giraffe says... lets design our own label

LET'S DESIGN OUR OWN LABEL

Now it's time for you to design your own label for a fruit juice drink, a lolly or a smoothie

You can design the label for the product you made earlier or just make one up.

If you wish you can colour in one of the designs your teacher gives you and then stick on the information like the date and address which you can cut out from your sheet.

Look at the 'Gemma the Giraffe says ... lets read the label' sheet you used earlier to help you remember what must be on the label.

What are you going to call your food?

Remember that all food and drink **must** have a label that tells you what it is,

Like

100% Orange Juice

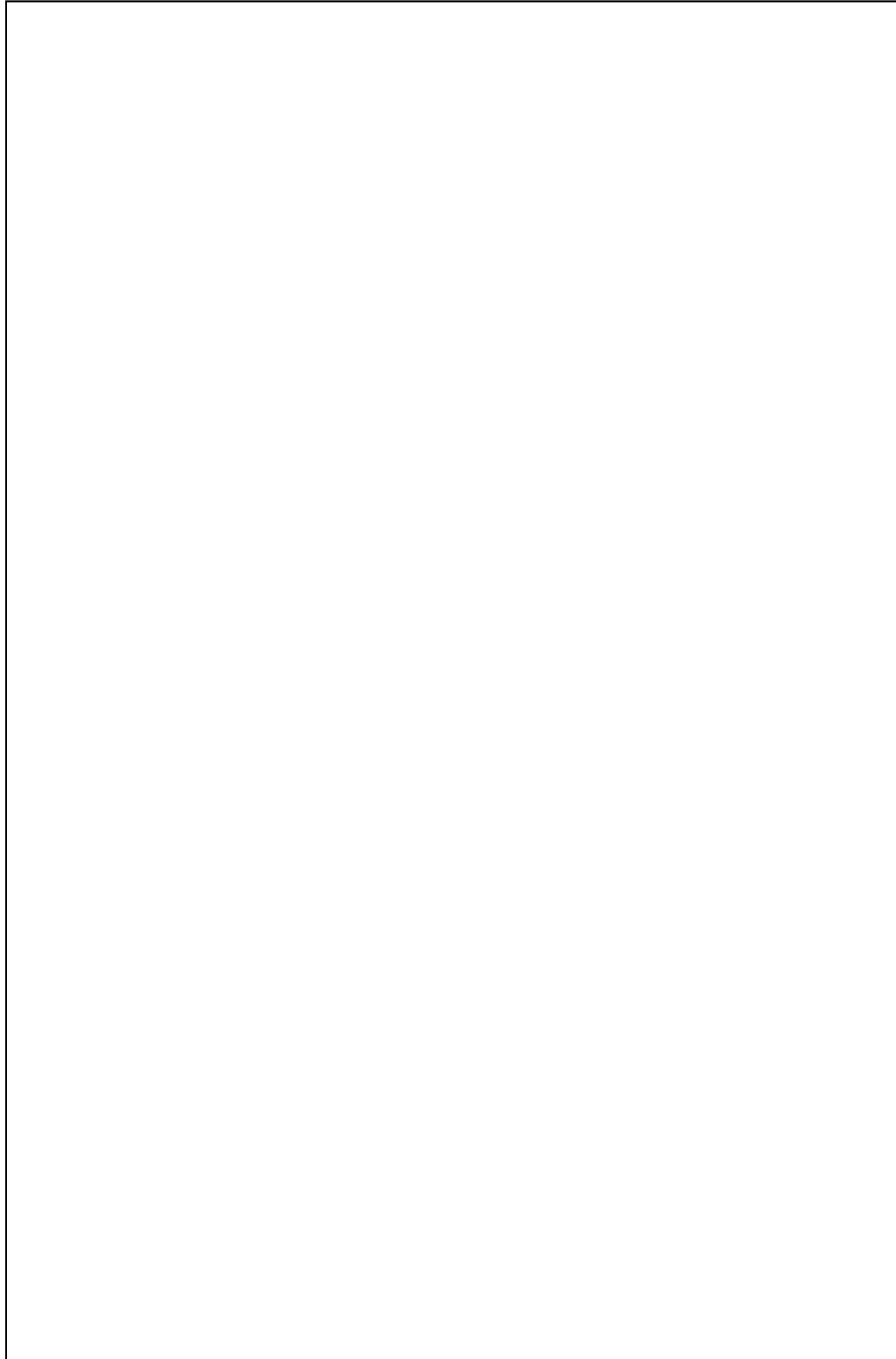
OR A blend of apple and strawberries with honey

Some also have another name this is called the **BRAND NAME**: this is a fun name like Orangina or Fruit Shoot.

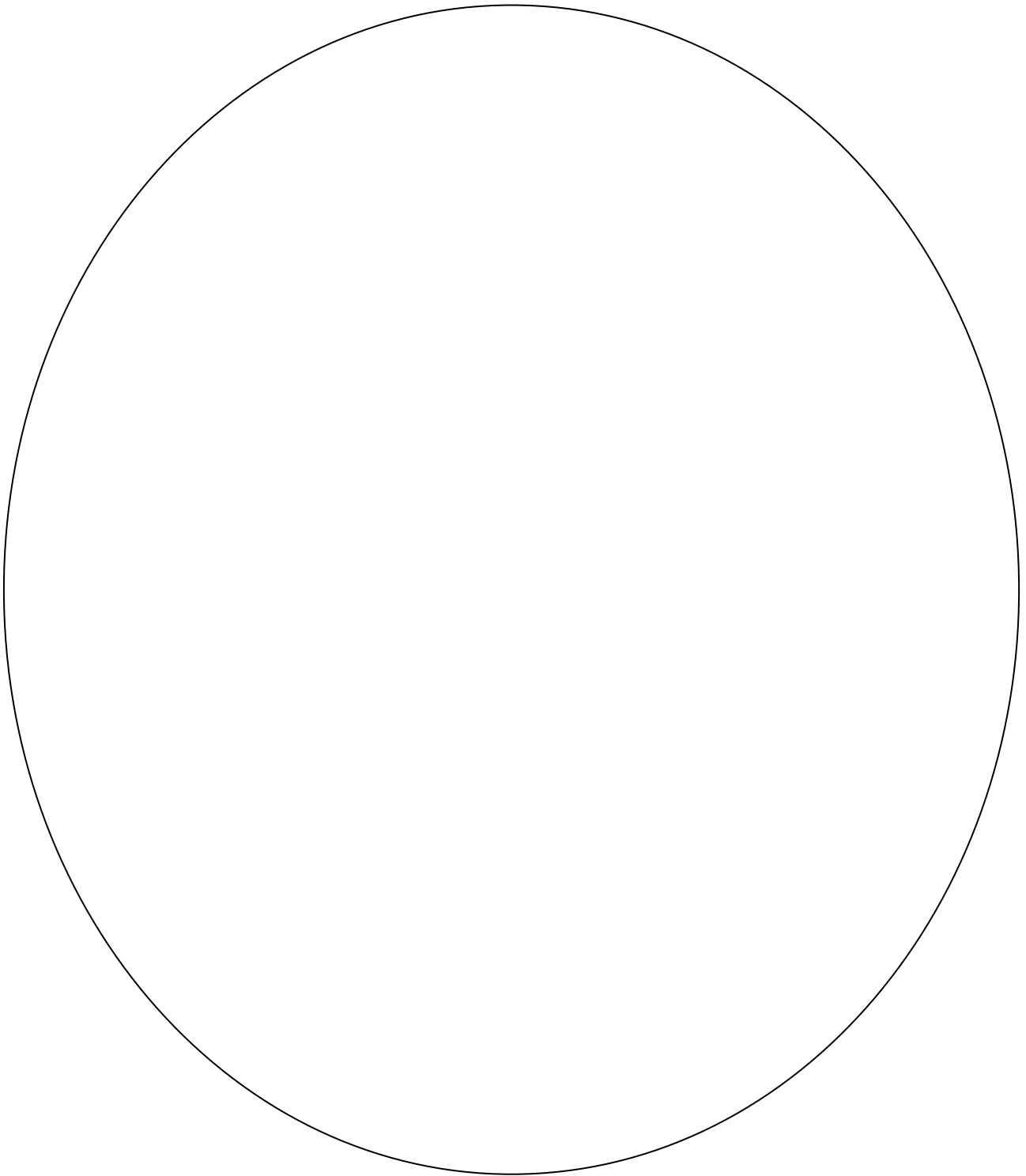
What is your label going to look like?

Think of a brand name and put your design in one of the shapes below. Then put the true name of the food on as well.

An oblong label could go on a carton or box:



An oval label could go on a bottle for juice or a smoothie:



Why not try a different fruit for your design such as strawberry juice or banana juice?

Or choose a different shape for the label.

Think of a picture, most food packets and drinks bottles or cartons have pictures on them showing what the food or drink inside looks like, where it comes from or just an eye catching design.

Make your design colourful with pictures: it will make people want to buy it.

When you have finished designing your label or have finished colouring in a label, you can cut out all the orange shapes you need from your 'what must be on my label' sheet and stick them onto your bottle or write them on yourself.

Remember - all the legal information must be on the label

1. The true name
2. The ingredients list
3. Storage
4. Weight or volume
5. Name and address

AND you must be able to read it so make sure it is big enough to see and is in a different colour to your design.