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**Task 1: Understanding the market**

- 1) What is a pasty?
- 2) Visit shops in your local area and find 3 examples of a pasty
- 3) Each of the pasties you've found has been designed for a specific type of person. Describe who you think would buy and eat each type of pasty.
- 4) How have each of the pasties you found been marketed to people to encourage them to buy and eat them?
- 5) If people didn't eat pasties, what do you think they would eat instead?
- 6) What do you think the criteria might have been when the pasties were designed e.g. cost, type of ingredient, preparation etc?
- 7) More and more people are trying to follow a healthy diet eating at least five portions of fruit and vegetables a day. What type of pasty do you think people like this might want to buy?