YEAR 6 DT – ENTERPIES

Marketing strategies

Branding: What will you call your pie?

Packaging/Presentation ideas

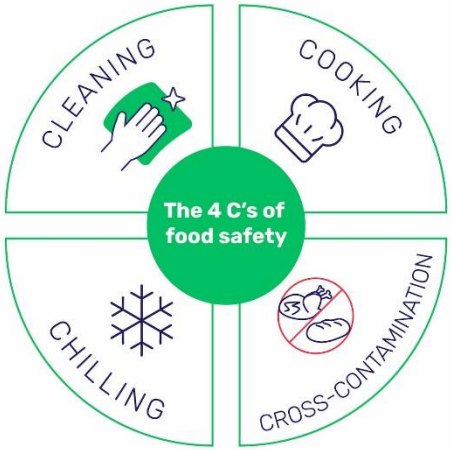
Slogan: Strap line to promote your pie

Target Audience

Pitch: How will you persuade your audience?

Profit: How much money will you make?

The Four Cs



Cleaning - Make sure hands, surfaces and utensils are clean before and after cooking.

Cooking - Make sure food is cooked thoroughly according to recipes or instructions.

Chilling – Store food in a fridge to keep it fresh and to stop the spread of bacteria.

Cross-Contamination – Use separate utensils for different raw and cooked food. Make sure food is covered when stored. Wash hands regularly.

PIE: Meat, fruit or other food baked in a casing or covering of pastry.

PASTRY: A dough of flour, fat and water used as a base and covering in baked dishes such as pies.

Tasting and Evaluating

Use your **senses** when tasting food.

Appearance – What does it look like?

Smell – Does it smell good?

Taste – Did you enjoy the taste? Was it sweet, sour, salty?

Texture – How did it feel? Lumpy? Smooth?

What would you do differently next time?