

Scrumdiddlyumptious

Advertising Food

Food adverts use different ways to encourage people to buy products.

Slogans 'Just Do It', 'I'm Lovin' it' are memorable and associated with products.

Promises These make shoppers feel that foods are healthy or will make them happy.

Well-chosen vocabulary Makes food sound tasty/healthy.

Eye-catching pictures Makes food look irresistible.

Food Labelling

Tells shoppers what is inside the foods they buy.

Each serving (150g) contains

Energy	Fat	Saturates	Sugars	Salt
1046kJ 250kcal	3.0g	1.3g	34g	0.9g
	LOW	LOW	HIGH	MED
13%	4%	7%	38%	15%

of an adult's reference intake
Typical values (as sold) per 100g: 697kJ/ 167kcal



James Lind (1716-1794)

James Lind worked with sailors who were suffering from an illness called scurvy. Lind discovered that scurvy was caused by a lack of vitamin C and eating citrus fruits could cure the disease.

Food Groups

Fruit and Vegetables: provides fibre to help digestion.

They also contain vitamins and minerals to keep the body healthy.

Carbohydrates: provide the body with energy.

Protein: from meat, fish, eggs is needed for building, repairing and maintaining body tissues that makes up muscle and skin.

Dairy and alternatives: contain protein, fat, vitamins and minerals especially calcium.

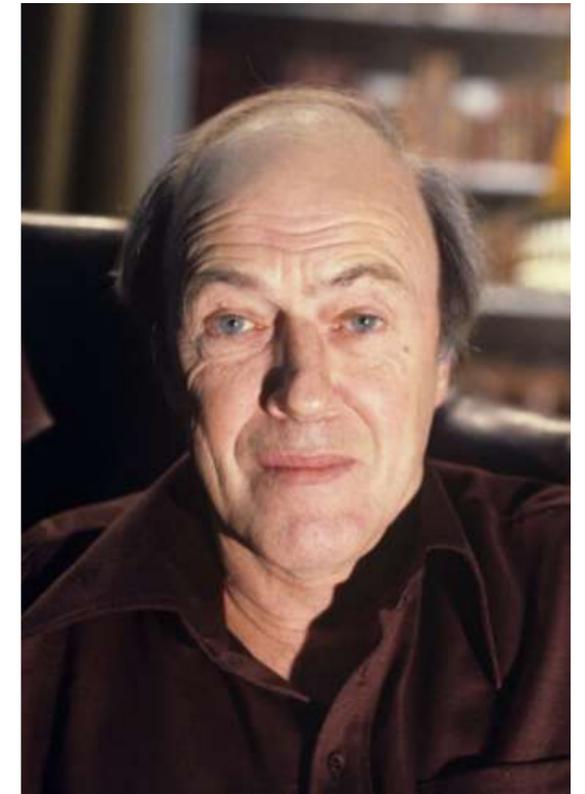
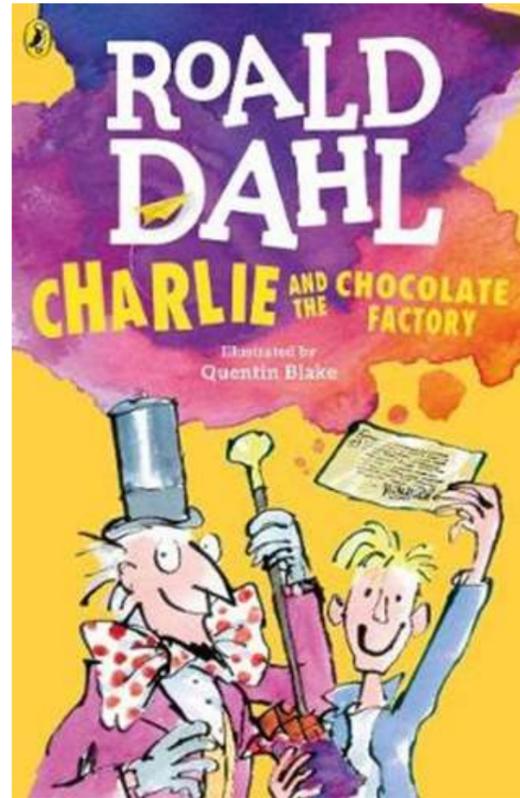
Oils and Spreads. Contain fats, which are needed for energy, warmth and to protect the organs.



Charlie and the Chocolate Factory

Illustrator— Quentin Blake Author—Roald Dahl

Willy Wonka
Charlie Bucket
Grandpa Joe Bucket
Augustus Gloop
Violet Beauregarde
Veruca Salt
Mike Teavee
Arthur Slugworth
Mr. Turkentine
Prince Pondicherry
The Oompa-Loompas



Calorie- A unit used to measure the amount of energy a food provides.

Citrus fruit - A Family of fruits that contains lots of vitamin C; oranges, limes and lemons.

Vitamin C- Oranges, limes and lemons.

Fats - A nutrient that gives the body energy and protects organs.

Fibre - A type of carbohydrate found in plant based foods that helps the digestive system to work properly.

Sugar- A substance found naturally in some foods - fruit or added to foods to make them sweet

Vitamin - A nutrient in food such as vitamin A, B1, B2, B3, B12 and C that helps the body grow, developed and fight illnesses.

Mineral - A nutrient in food- calcium, iron, potassium and zinc, which helps the body grow, stay healthy and fight illnesses.

Nutrient - A substance that animals and plants take in so they can live and grow.

Processed foods - foods that have been changed during their preparation.

Fairtrade- Fairtrade works with farmers and supermarkets to ensure that the farmers get paid and are treated fairly. Food and products from Fairtrade farms carry the Fairtrade logo.

Logo - A design or symbol used by a company to advertise its products.

