



STORY STARTER

The scientists at the 'Crunchy Crisp Company' have been working hard for many years to develop food packaging that sounds crispy. They have tested a range of different 'crunchy' and 'crackly' materials to produce a crisp packet that is guaranteed to enhance your eating experience. They would like you to investigate different materials further and design your own food packaging that makes just the right sounds to accompany your chosen food.

OUTCOMES AND IMPLICATIONS:

The food industry has invested huge amounts of time and money into designing packaging that enhances the eating experience. A good example of this is the Walkers foil crisp packet. The sound of the crunchy packet stimulates the consumer's senses, suggesting that the contents will be crispy. Crisps in a satin or velvet bag just wouldn't have the same appeal. When it comes to food and eating, hearing has been less researched than the other senses. It is only recently becoming an area of interest to scientists and so this is a great opportunity to begin gathering some research of your own.

N/C link LKS2:

Children should describe the simple functions of the basic parts of the digestive system in humans. Elsewhere, they should explore the rest of the digestive system, through activities such as modelling the digestive system, this should include work on the teeth

FLAVOUR SENSATION SCIENCE:

This demonstrates the importance of 'cross modal' responses, how one sense can affect another sense. Even the packaging for food is carefully designed to enhance the eating experience, in particular the packaging for dried foods. By making the packet for crisps, biscuits or breakfast cereals out of 'crinkly' sounding plastic or foil, it makes the eating experience more enjoyable by heightening the 'crunchiness'.

WORKING

SCIENTIFICALLY

- Planning different types of enquiries to answer questions
- Taking measurements
- Recording data and results of increasing complexity
- Using test results to make predictions
- Reporting and presenting findings from enquiries
- Identifying scientific evidence that has been used to support or refute ideas or arguments