

## Task 1- the junior apprentice

The candidates were split into 2 teams. 1 team was named 'Innovative', with Gavin Murphy, Luc Berthelot and Eve Donaldson. The other team was 'Titanium', with Niamh Hamill, Jessica Byrne, Megan Hughes and Ciara Rooney.

The task was to create a new chocolate bar, with a logo, slogan, packaging and appropriate price. Team Innovative created the 'Heavenly' white chocolate bar with cookies, with the slogan, 'Stairway to Heaven'. They created very attractive packaging and completed market research.

Team Titanium created 'Splat' with the slogan, 'Split it, splat it, love it', which was a white chocolate bar with raspberries. They researched appropriate prices and designed very eye catching packaging.

Both teams were very well prepared and delivered great presentations.

The final decision came down to the actual product. The one that was most unique was Splat, so unfortunately the losing team was Innovative. They will now face the dreaded board room!!!!

