



## Choc Attack Challenge Cuisine Team Events

**Team Focus:** Budget control  
Marketing  
Presentation

**Numbers:** 10 – 100 participants

**Location:** Indoors

**Times:** 1 ½ to 2 ½ hours

### The Objectives:

- To stimulate creativity and thinking.
- To encourage more ideas, adaptations and innovations.
- To demonstrate the value of group effort.

*“Teams have to create a new and unique chocolate brand from concept to producing the actual chocolates. There is something for everyone in our chocolate challenge.”*

### Overview:

The Choc Attack Challenge is a favourite with everyone. The objective is for teams to build a box of original chocolates within a limited time scale and budget. They must also create the packaging and design a marketing strategy to sell their chocolate sensation to their target market.

### How it works:

Teams need to plan their time carefully and watch their budget to ensure they can meet the requirements to:

- Create and make a selection of chocolates.
- Design a marketing strategy to take into account the sector, pricing, promotion, profit and brand.
- Present ideas to the judges.
- Create an advert to promote the chocolates.

### Results:

The end product will be scored on quality, profitability, originality, teamwork, variety and effectiveness of the marketing plan. Presentations at the end of the session prove to be a hilarious and great end to a perfect team challenge

### Additions:

- Chocolate tasting
- Filming adverts

### Programme Includes:

- Chocolate Chef
- Experienced assistants
- Pre event planning
- Certificates in food & hygiene
- Disposable aprons & hats for all guests
- Shop area with ingredients and equipment
- Chocolate fun prizes
- £5 million public liability
- Transport & Mileage

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www.costelloevents.co.uk