

Food Detectives At Home

Greetings Food Detective! It's time to put what you learned into practice. Your mission: Find one food product in your pantry or kitchen (like cereal, snacks, or a drink). Look closely at the front of the package and complete the investigation below.

1. Name & Description of Food Product:

2. List all marketing strategies and examples you see on the front of the package.

(Examples: bright colors, cartoon characters, health claims, games/prizes, famous people)

3. Who do you think is the target audience for this food product?

(Circle one or write your own)

- Kids
- Teens
- Adults
- Families
- Athletes
- Other: _____

4. Explain why you think this is the target audience.

5. Bonus: Does the ingredient list match what is marketed on the front? Explain your answer.