

Name: _____

Aligned to the following standards: AG5; AG-FD2;
CS.05; FPP.02; FFA.PL-A; FFA.CS-M; FFA.CS-N;
CCSS.ELA.SL.9-10.1.B; CCSS.ELA.SL.9-10.1.C;
CCSS.ELA.SL.9-10.1.D; CCSS.W.9-10.4; CRP.04; CRP.06

Custard Creation Challenge

Team Name: _____

Team Members: _____

PART 1

Directions: Culver's is looking to expand their "Flavor of the Day" list, and your team has been asked to develop a new frozen custard flavor for the list. Read the scenario assigned to your team and brainstorm ideas for your new frozen custard flavor using the space provided below. Consider the following items in your brainstorming: custard base flavor (vanilla, chocolate, etc.), mix-in ingredients, flavor name, taste and texture notes. You'll use these ideas as you move forward in your flavor development. To view current flavors, visit: <https://culvers.com/flavor-of-the-day>.



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PART 2

Directions: Now, it's time to narrow your brainstorming down and create a single flavor that meets the criteria of your assigned scenario. Work as a team to answer the questions below to plan your flavor.

Flavor Name: (Come up with something catchy and relevant to the theme your team has been assigned.)

Flavor Description: (Write a delicious summary of your flavor that fits with your theme and entices Culver's customers to try your creation.)

Frozen Custard Base (check one): ☐ Vanilla ☐ Chocolate ☐ Other: _____

List of Ingredients: (Include all mix-ins and toppings for your flavor.)

Drawing of Your Flavor: (Sketch a drawing of what your flavor would look like in the space below.)

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PART 3

Directions: Use the prompts below to develop a pitch for your flavor. Your group will present your two- to three-minute pitch to the class. Your classmates will evaluate your flavor and decide whether Culver’s should add it to their “Flavor of the Day” list.

Copy your flavor name and description below:

Flavor Name: _____

Flavor Description: _____

Target Audience:

Who would enjoy this flavor most? _____

Why will they love it? _____

Theme Integration: (Explain in four or five sentences how your new frozen custard flavor fits your assigned scenario.)

Complete Your Pitch: (Why is your flavor unique? Why should Culver’s add it to the menu?)

Name: _____

PART 4

Directions: As you listen to your classmate’s pitches, evaluate them using the tables below.

Group Name:														
Flavor Name:														
Originality					Appeal of Flavor					Theme Integration				
1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
Target Audience					Overall Pitch					Recommend for Culver’s Menu?				
1	2	3	4	5	1	2	3	4	5	Yes		No		
Additional Comments:														

Group Name:														
Flavor Name:														
Originality					Appeal of Flavor					Theme Integration				
1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
Target Audience					Overall Pitch					Recommend for Culver’s Menu?				
1	2	3	4	5	1	2	3	4	5	Yes		No		
Additional Comments:														

Group Name:														
Flavor Name:														
Originality					Appeal of Flavor					Theme Integration				
1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
Target Audience					Overall Pitch					Recommend for Culver’s Menu?				
1	2	3	4	5	1	2	3	4	5	Yes		No		
Additional Comments:														

Group Name:														
Flavor Name:														
Originality					Appeal of Flavor					Theme Integration				
1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
Target Audience					Overall Pitch					Recommend for Culver’s Menu?				
1	2	3	4	5	1	2	3	4	5	Yes		No		
Additional Comments:														

Name: _____

Group Name:														
Flavor Name:														
Originality:					Appeal of Flavor:					Theme Integration				
1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
Target Audience:					Overall Pitch:					Recommend for Culver's Menu?				
1	2	3	4	5	1	2	3	4	5	Yes		No		
Additional Comments:														

Group Name:														
Flavor Name:														
Originality					Appeal of Flavor					Theme Integration				
1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
Target Audience					Overall Pitch					Recommend for Culver's Menu?				
1	2	3	4	5	1	2	3	4	5	Yes		No		
Additional Comments:														

Group Name:														
Flavor Name:														
Originality					Appeal of Flavor					Theme Integration				
1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
Target Audience					Overall Pitch					Recommend for Culver's Menu?				
1	2	3	4	5	1	2	3	4	5	Yes		No		
Additional Comments:														

Group Name:														
Flavor Name:														
Originality					Appeal of Flavor					Theme Integration				
1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
Target Audience					Overall Pitch					Recommend for Culver's Menu?				
1	2	3	4	5	1	2	3	4	5	Yes		No		
Additional Comments:														

Name: _____

Group Name:														
Flavor Name:														
Originality					Appeal of Flavor					Theme Integration				
1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
Target Audience					Overall Pitch					Recommend for Culver's Menu?				
1	2	3	4	5	1	2	3	4	5	Yes		No		
Additional Comments:														

Group Name:														
Flavor Name:														
Originality					Appeal of Flavor					Theme Integration				
1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
Target Audience					Overall Pitch					Recommend for Culver's Menu?				
1	2	3	4	5	1	2	3	4	5	Yes		No		
Additional Comments:														

Reflection Questions:

1. What was the most important factor you considered when creating your new flavor? Why was that factor so important?
2. What was the most challenging part of coming up with your flavor?
3. How did your team balance creativity with practicality during this activity?
4. If you could revisit your team's flavor concept, what would you change and why?
5. What was your favorite flavor you heard from your classmates today? Why?
6. What are three careers that would be involved in the creation of new food products? (Use [AqExplorer.FFA.org/focus/food-products-processing-systems/](https://www.aqexplorer.org/focus/food-products-processing-systems/) if you need help with career titles.)
 - a.
 - b.
 - c.
7. What two skills or abilities would one need in order to have a career helping to develop new food products?
 - a.
 - b.