

Snack Attack winner hits the shelves

A group of Cambridge schoolgirls is getting ready to see the fair trade snack they invented hit the shelves – after coming top of the class in Traidcraft's national Snack Attack competition.

13 September 2011

Charlotte Laws, Roisin Dean, Caitlin Wallwork, Emily Roper, Anne Madure and Helena Violante, from St Bede's Interchurch School in Cambridge, scooped the top prize in 2010's Snack Attack Challenge.



The girls came up with Gogo Fruit 'n' Crunchy, consisting of delicious yoghurt-covered fair trade raisins and cornflakes. As well as coming up with the fair trade snack, the girls designed the packaging, invented a catchy name and developed a marketing campaign to promote it.

They then worked with Traidcraft's Marketing Director, Larry Bush, to develop their idea and pick the final packaging design. Now, the snack has gone into production and a limited run will be available to buy from Traidcraft for the next few months.

Emily says: "When our teacher told us that we had won, I couldn't believe it! We'd gone from just a bit of fun, to the school competition and then to the national contest and won. It's really great that what is fun to us could help people in a poorer country to have better health facilities, schools and food."

Larry Bush, Marketing Director at Traidcraft, says: "Traidcraft's Snack Attack competition is all about inspiring young people, getting their creative juices flowing, helping them to learn about fair trade and developing their ethical enterprise skills. When we worked with the girls we were really impressed with their enthusiasm and creativity but also their maturity and creativity. Their entry included ideas for a TV advert and lots of consideration for the environmental aspects too. It was very impressive."

Ann Pittaway, Head of RE at St Bede's, adds: "The girls have continued to be actively involved in fair trade since the competition. They form part of our fair trade group at school and with the money received from the Traidcraft competition, the girls have organised a school shop which regularly sells Traidcraft products to staff and pupils."

Gogo Fruit 'n' Crunchy is a perfect pick-me-up, great for an energy boost before or after sport and perfect as a cereal topping too! Don't miss your chance to try this delicious crunchy creation, available for a limited time only.

Price: £12 (20 x 50g = 60p per bag)

Related Links

- [Order your limited edition Gogo Fruit 'n' Crunchy from Traidcraft](#)
- [Take the Snack Attack Challenge 2012](#)
- [Visit the Traidcraft schools website for free resources and activities](#)

