

# English Cereal Sheet

On this sheet you will find four different activities to make different parts for your cereal box.

## 1. Name.

You need to think of a name for your cereal. It needs to be catchy and memorable so people will want to buy it. Think about the names of cereal that you have eaten before. What were they called? Why did you like the names of them?

Your cereal name needs to tell people a bit about what your cereal might look like or taste like. Use your senses to think of adjectives to describe it. Miss Johnston has called hers 'Sweet, Strawberry Saucers' which tells you the flavour and shape of her cereal. Think about:

- What flavour will it be?
- What shape will it be?
- Is it sweet? Sugary? Healthy? Tasty?
- Will you have a mascot like Tony Tiger for Frosties?

## 2. Tagline

A tagline is a short sentence that describes your cereal and make people want to buy it. You need to make it entertaining, catchy and persuasive. Watch the links below to see the adverts for different cereals and think about their taglines. Why are they good? What do you like about them?

- [Coco pops](#) – "I'd rather have a bowl of coco pops!"
- [Shreddies](#) – "Shreddie or not?"
- [Crunchy Nut Cornflakes](#) – "The trouble is, they taste too good"
- [Frosties](#) – "They're grrrrrrreat!"

Now, think about what your tagline is going to be. Miss Johnston's is "Sweet, Strawberry Saucers. They're out of this world!"

## 3. Ingredients

You will need to write a list of ingredients on your cereal box so that people know what they are eating. It is important as some people are allergic to some ingredients and some people don't want to eat too much sugar in their food.

Have a look at the ingredients lists of cereal in your home and see what is in them. If you do not have any cereal boxes in your house, look at the 'Ingredients Sheet' for pictures of different ingredients lists on boxes. After, write your own lists. Remember to think about whether you want your cereal to be healthy or not. If it is, you don't want too much sugar, sweets or chocolate!

Will it be fruity? Chocolaty? Sweet? Nutty?

#### 4. Description

You will need to write a description of your cereal to make people want to buy it. You will need to use lots of adjectives to persuade people that your cereal is the best.

First, use the 'senses sheet' to think of some adjectives you can use to describe your cereal. Next, write your description using some of your brilliant ideas. Remember to use your year 1 writing targets:

- Capital letters
- Full stops
- Conjunctions (and, so, but, or)
- Finger spaces
- Does it make sense?

This is Miss Johnston's cereal descriptions. All of the adjectives are highlighted so you can see how she has used them.

*Sweet, Strawberry Saucers are the best cereal around! They are shaped like flying saucers and have a gooey, tasty strawberry middle. I believe that breakfast should be healthy so there are no bad sugars in my cereal. It is full of juicy fruit and makes a small POP as you bite into it. Enjoy the strawberry sensation that's sweeping the nation!*

You can write this work in your book to practice and check you spelling and punctuation. After, you can copy it onto pieces of paper that you will stick to your box when you make it.

You can also make a logo for your box and a picture to stick on the front. Look at the boxes below for some ideas!

