

# MADE OF MONEY

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## SESSION 1: Budgeting

### FACILITATOR CHEAT SHEET

## Running a taste test

1. Buy two versions of the same product e.g. Jaffa cakes – one branded and one supermarket own brand. The basic ranges can work well but are more variable in quality so you may want to test these out yourself first. The packets don't need to be the same size
2. Work out like-for-like price e.g. per 100g or per biscuit and fill in A card for one brand and B card for the other
3. Put items on plates with A and B cards in front of each plate (make sure you've matched the brand with the correct A or B card!)
4. Keep the packaging and set it out separate from the plates
5. Ask people to look at the two plates, get them to think about the look, smell and finally the taste of the products as well as asking them what they think of the packaging. You might want to ask if people prefer A or B, and take a show of hands!
6. When they're ready reveal the prices

The idea is **not** to see if people can guess which is the more expensive or real product (although you have to accept that is what people will try to do!).

What we're looking to do is start people thinking about what they buy, to what extent price differentials are worth the taste differentials (if there are any).

The exercise is also a springboard into discussing spending & attitudes to consumerism, advertising, pester power, shopping, etc.