



Cadbury World Trip Year 10



On Tuesday, 23rd October, 2007, year 10 GCSE Business Studies groups went on a trip to Cadbury World, Birmingham. The teachers that came were Miss. Gavaghan, Mr. Stevens and Mrs. Jenkins. We went to look at the topics of production studied in the classroom so far (eg, stock control, quality control, production methods, affects of technology, location and others)



We left the school at around 8:30, taking around 2 hours to get to the Cadbury World

factory. All were enthusiastic to get there and were ready to eat all the chocolate we could! The trip started with the history of Cadburys, showing us about cocoa beans and how they discovered them. After that, we were shown a video about the way chocolate was used in the early times, before being shown



another video with added effects of how the chocolate is made. After being shaken about a bit by the seats, we moved onto the packaging section, where we were able to see the chocolate being made. This is also where the people actually worked but mostly the machines were making the chocolate and packaging.



Next, we moved onto the most anticipated part of the trip, the Cadabra, which took us through the story of the cocoa beans, where you could have your photo taken unexpectedly! Later, we went to the demonstration area, where you could eat freshly made chocolate and make your name out of it. Other sections of the tour looked at the marketing of Cadbury on TV and how it has changed over the years. In the last part of the factory tour, Purple Planet, was a games area where you could take part in a variety of games including a mirror dome, a chocolate button hitting game and a photo of yourself that turned to chocolate!

After the tour the remainder of the day was spent visiting the museum and having lunch. Many of us decided to go to the child's playground or to shop in the largest Cadbury shop in the world, which included a 5kg bar of chocolate, worth £29.99, with each square measuring 7cm cubed! For the last part of the trip, we went into Essence, where they showed us how Dairy Milk Chocolate was discovered and best of all, a free sample of melted chocolate with a choice of toppings!



Thank you to Miss. Gavaghan for organising the trip and giving us the opportunity to go to Cadbury World and also a big thanks to Mr. Stevens and Mrs. Jenkins for coming along! It was a pretty awesome day out and a great way to see how topics we study in the classroom are related to real businesses.

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