

MUSEUM *of* BRANDS

Activity: Chocolate Treats Crossword

Crossword puzzles are a fun way to pass the time. They are known as a great way to keep our brains fit and healthy. It's both mentally engaging and relaxing too!

Fun fact: The first crossword puzzle ever published was in the New York Worlds Paper in 1913. This was the only newspaper to publish crossword puzzles for almost a decade, partly because they were difficult to make and print.



Now, most newspapers and magazines are proud to display their own tricky crosswords, and writers are quite well-paid. You can get up to \$1500 to create the Sunday crossword for the New York Times.

If you enjoy crossword puzzles or are skilled at doing them, don't feel insulted if someone calls you a 'cruciverbalist' (a person who enjoys or is skilled at solving crosswords).

What you will need:

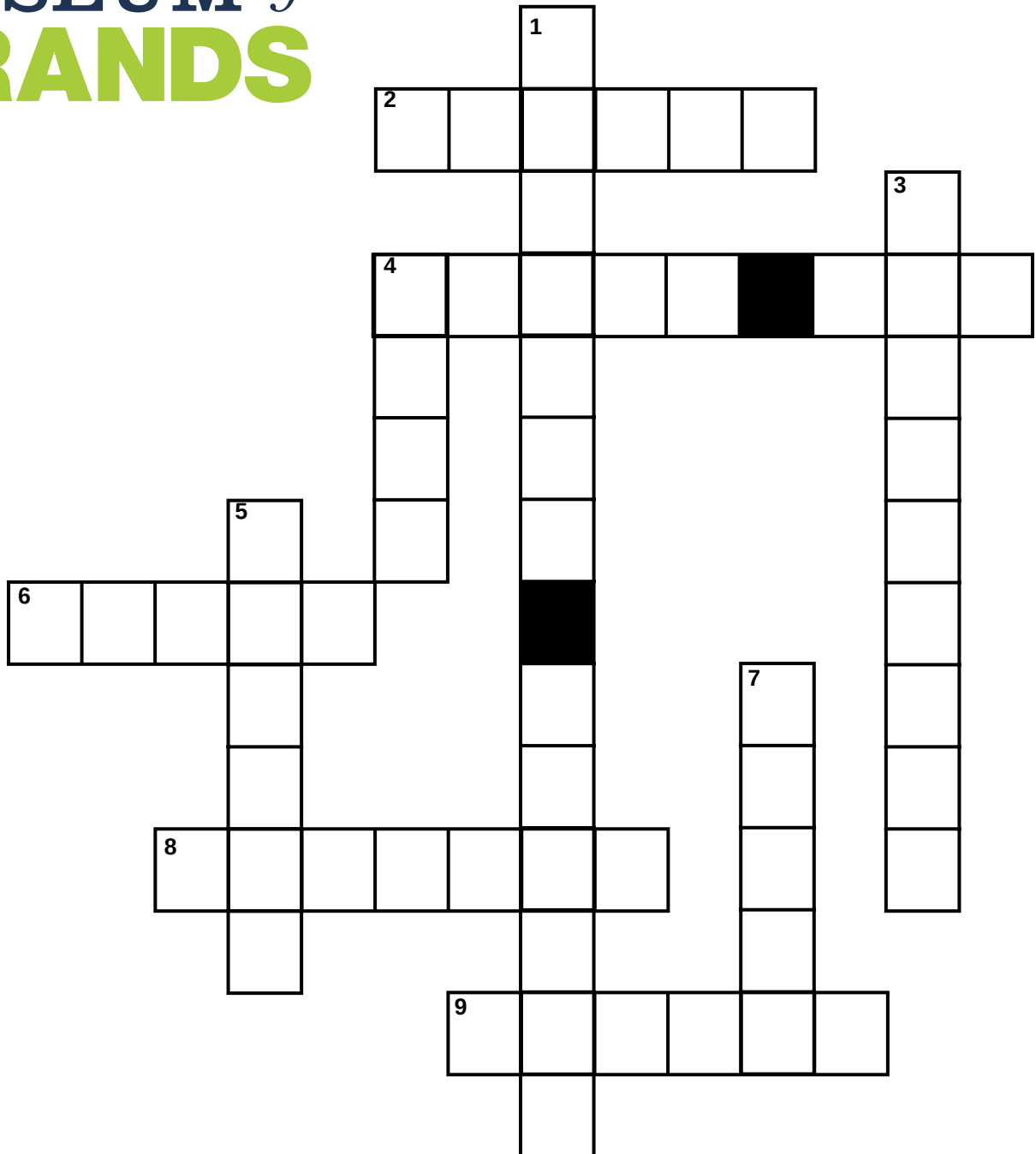
- A printer
- A pencil
- A rubber

How to:

- Start by looking at the questions one by one, but don't worry if you don't know the answer.
- If you know the answer to the question, fill the answer into the crossword table, putting one letter in each box.
- If you are unsure of a word, move on to the next question. Other answers might give you a letter or a hint later.
- Try to remember the jingles associated with the slogan, or even the commercials. It might trigger the name.

Have fun! I bet you'll get hungry working on this puzzle!

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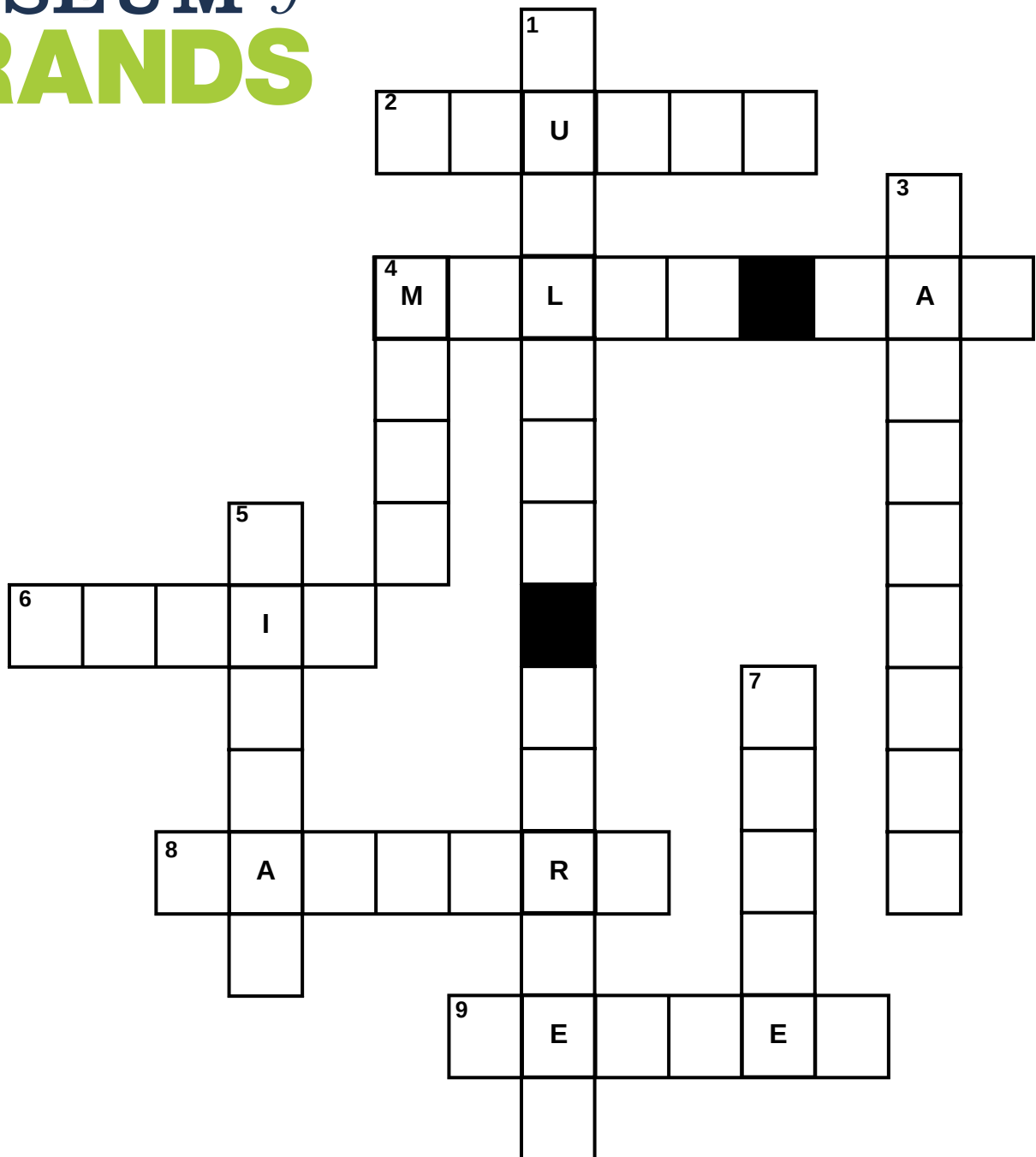
Across

- 2. 'The taste of paradise'. Think sandy beaches and coconut trees...
- 4. 'The sweet you can eat between meals without spoling your appetite' (2 words)
- 6. 'A hazelnut in every bite'
- 8. 'There's a glass and a half in everyone' (British #1 brand)
- 9. 'What to bring when you're told not to bring a thing'

Down

- 1. 'Made for sharing' (earlier : 'No one says no') (2 words)
- 3. 'The lighter way to enjoy chocolate'
- 4. 'To work, rest and play / Pleasure you can't measure'
- 5. 'Have a break, have a ...'
- 7. 'A finger of ... is just enough to give your kids a treat'

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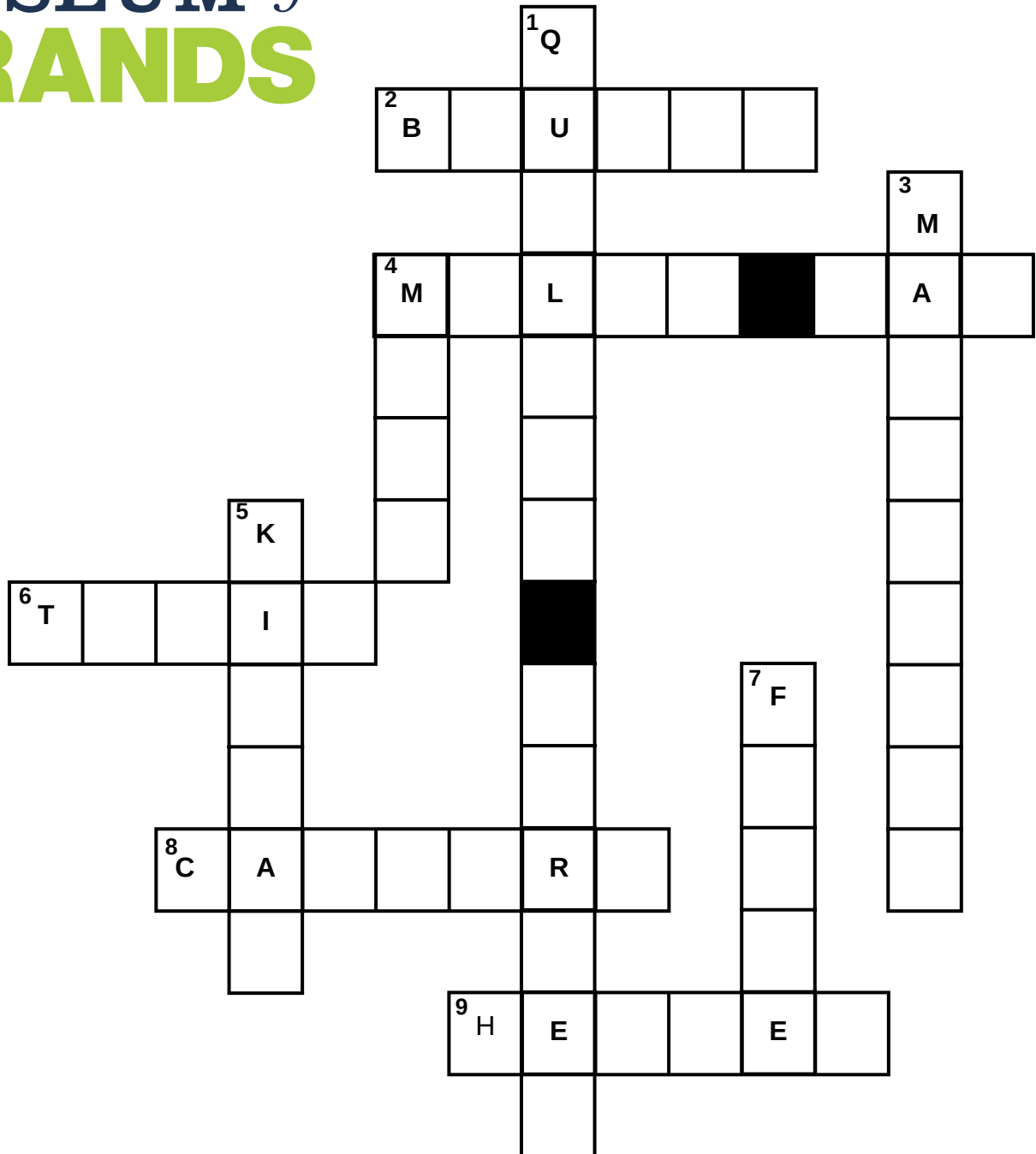
Across

2. 'The taste of paradise'. Think sandy beach and coconut trees...
4. 'The sweet you can eat between meals without ruining your appetite' (2 words)
6. 'A hazelnut in every bite'
8. 'There's a glass and a half in everyone' (English #1 brand)
9. 'What to bring when you're told not to bring a thing'

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Answers:

