

Nutrition

Museum of Brands Self-Guided Worksheet



Take a look at products through the Time Tunnel and Branding Hall to see how attitudes to health and nutrition have changed over time.

From the Victorian era to the present day, we will explore the ways that brands have adapted to meet the changing needs of the everyday consumer, following the introduction of the supermarket, increased health initiatives, and the popularity of smoothies today.

The Museum of Brands has collaborated with **innocent drinks** to create this trail and our Smoothie Lab workshop, where students learn the fundamentals of product development and come up with a brand new smoothie concept for innocent's range

1. Straight from the Farm

In the Victorian era, consumers bought fruits, vegetables, and dairy products can from local farms and orchards. This gave the freshest ingredients, but also created limitations on what was available. Apples were available in the winter, while cherries were available during the summer. Eating fresh ingredients was a sign of wealth. Many children and adults had limited access to fresh food.

In the Victorian era of the Time Tunnel, you can see ceramic vessels that were used to transport milk directly to people's doors.

Based on modern views, how might did nutrition in Victorian era differ?

Do you think Victorian era nutrition was healthy? Why or why not?



2. Supermarket Competition

On January 12th 1948, the very first supermarket opened its doors to customers. Brands became competitive due to being placed on shelves next to each other. Packaging becomes crucial for a brand to stand out against its competition and attract customers to the product. When creating a brand, choosing colours and images for the packaging that are eye-catching and appealing to buyers.

As more products were sold on shelves to a large number of people, brands needed to create a profile that was recognisable to consumers and would attract both new and existing customers.

Look in the 1950s era to see an example of an early market shop set up.

What are the most important things to include on packaging?

Imagine you are designing packaging, what factors will help attract customers to your product?



3. Technological Changes

The fridge-freezer combo became a standard household appliance in the late 1950s. Blenders also grew in popularity helping to revolutionise the way drinks were made, especially smoothies. Smoothies existed in various forms around the world, including Lassis in India, and Licuados in Latin America. The introduction of fridges and blenders brought smoothies into many Western countries.

Many brands transitioned to healthier foods, while also including weight-loss variations of their products. Ready-made meals also grew in popularity, becoming available in freezer sections of most supermarkets. There were some misconceptions about the health benefits of convenient meals but it was not until decades later when health concerns about added sugar and preservatives caused brands to rethink their products.

Look at an example of a early fridge in the 1950s and see how different brands benefited from the fridge/freezer invention.

Why did ready-made meals grow in popularity during this time? Make a list below of some reasons

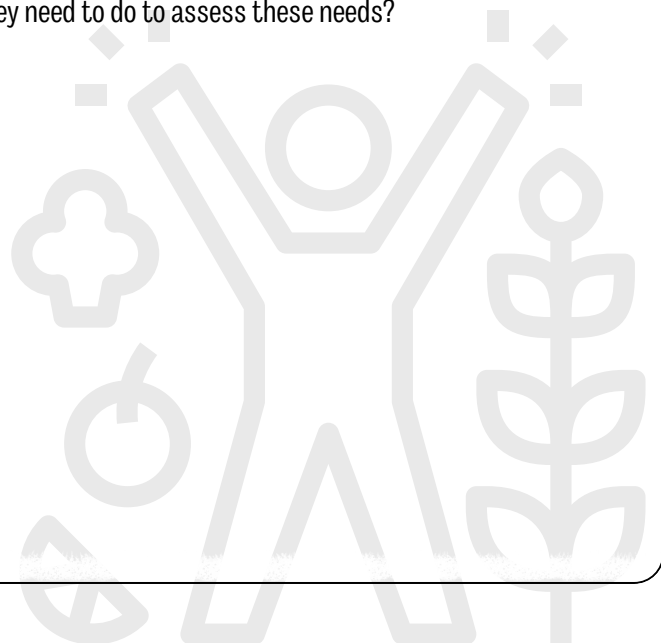
Why was technology important for helping brands expand their product lineup?

4. Health Kick

Healthy food and drinks increased from the 1950s through to current day. Brands have to adapt their products to fit the needs of current buyers. By the 1970s, diets and workout routines were being published, kickstarting a new age of health and fitness. Smoothies can be a good source of fruit, vegetables, and vitamins. For many, smoothies are used as a meal replacement and a healthier food option. innocent is committed to ensuring healthy ingredients in their drinks, without any added flavours, sugars, or preservatives. By committing to these goals, innocent are able to produce drinks full of vitamins, fibre, and low sugar content. From the 1970s display to the end of the Time Tunnel, check out some examples of how health has influence brands products.

Why is it important for brands to share health information to consumers?

How can brands keep up with changing needs of consumers? What do they need to do to assess these needs?



5. For the Planet

innocent drinks are committed to helping reduce climate change and have a positive impact on the environment. Ethical sourcing of products and sustainable farming practice are two ways this is achieved. innocent knows where their fruits and vegetables are coming from and can help farmers to reduce carbon emissions, while also supporting biodiversity.

The UK Plastics Pact helps to reduce plastic waste across the country. All innocent bottles reached 50% recyclable material in 2020, with a goal of having 100% recyclable packaging by 2030..

How might having sustainable sourcing appeal to consumers?

Why are climate initiatives important for brands to think about moving forward?



6. To Sum Up

Based on the previous components discussed, how did nutrition change over time?

