**Spark Page for Food Trends**

Today you will be using spark page to create your assignment on food trends. Each page must include graphics/pictures and words. Please be neat and use appropriate grammar. Include each item listed below for each slide. To add a slide, press the +.

**Slide 1:**  Define the word Trend. (Include your name and period on this slide as well.)

**Slide 2-4:** Pick 3 of the following influential reasons for a food trend. For each one, include an example of how it has influenced or created a food trend. Find a picture that relates to this trend. Also include if this has influenced you in your decision to eat or not eat the food. Example slide: Celebrity endorsed, Taylor Swift drinking Coke, did not drink because of her ad.

• Pop culture (e.g., using popular movies or TV shows to advertise a product)

• Health benefit claims (e.g., improves eyesight; makes your heart strong)

• Strategic marketing (e.g., repackaging unpopular items to raise interest and increase appeal. Pork belly was cut into rounds and also sold pre-cooked to make it easy for fast food and restaurants to sell.)

• Cultural influences (e.g., Japanese influence of sushi; Swedish tradition of coffee breaks in the afternoon)

• Celebrity endorsement (e.g., celebrities claim to use products or are used in print or TV advertising)

• Energy demand (e.g., claims for use as biofuels, more efficient production)

**Slide 5-6:** Pick two of the 2018 Food Trends done by the National Restaurant Association. (<https://www.restaurant.org/News-Research/Research/What-s-Hot>) Give a few examples of this trend and where you can find it. Do you think this trend will stay or turn into a fad (short lived). Include pictures.

**Slide 7-8:** You are now the expert. What two trends do you think will be hot for 2019? Explain your answer in detail. Include pictures.

To turn in, copy the link and turn it in via canvas.

Be sure to LOGOFF before you close out of your device.

Example: https://spark.adobe.com/page/zdfyY2OSfnfKu/

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| --- | --- | --- | --- | --- |
|  | **Above Mastery** | **Mastery** | **Emerging** | **Below Mastery** |
| **Defined Trend; included picture, name and period** | Included all of the following: (definition, picture, name, or period)  4 pts | Missing one of the following: (definition, picture, name, or period)  3 pts | Missing two of the following: (definition, picture, name, or period)  2 pts | Missing three of the following: (definition, picture, name, or period)  1 pt |
| **Picked 3 trends, including a picture of the trend, and write how it has influence you.** | Included 3 trends, picture, influence.  16pts | Missing one of 3 trends, picture, influence.  12 pts | Missing two of 3 trends, picture, influence.  8 pts | Missing three of 3 trends, picture, influence.  4 pts |
| **Picked 2 food trends, give some food examples, give a couple places you can find this, and do you thing the trend will stay or be short lived.** | Included 2 trends, pictures, examples, and places you can find. Opinion, is it going to be short lived?  8 pts | Missing 1 of the following trends, pictures, examples, and places you can find. Opinion, is it going to be short lived?  6 pts | Missing 2 of the following trends, pictures, examples, and places you can find. Opinion, is it going to be short lived?  4 pts | Missing 3 or more of the following trends, pictures, examples, and places you can find. Opinion, is it going to be short lived?  2 pts |
| **Choose 2 food trends you think will be hot next year, include pictures, explain reasoning.** | Included 2 trends, pictures, and reasoning.  8 pts | Missing 1 of the following trends, pictures, and reasoning.  6 pts | Missing 2 of the following trends, pictures, and reasoning.  4 pts | Missing 3 or more of the following trends, pictures, and reasoning.  2 pts |
| **Total Points** | **36 pts (4)** | **27 pts (3)** | **18 pts (2)** | **9 pts (1)** |
| **Points Earned** | | | | **/36pts** |