

# WORKSHEET

## Creating Catchy Food Names



Q: WHAT'S IN A NAME?

A: A LOT! MAKE FOOD SOUND GOOD ENOUGH TO EAT.

**Warm-Up:** Which option in each pair sounds more appealing, assuming they cost the same? Put yourself in the shoes of the items' target audience.

### List 1: Lip Gloss Colors

- |                                     |  |
|-------------------------------------|--|
| <input type="checkbox"/> Light pink | <input type="checkbox"/> Sun-kissed Strawberry |
| <input type="checkbox"/> Dark pink  | <input type="checkbox"/> Luscious Raspberry    |
| <input type="checkbox"/> Red        | <input type="checkbox"/> Friday Night Scarlet  |
| <input type="checkbox"/> Peach      | <input type="checkbox"/> Perfect Summer Peach  |

### List 2: Car Names

- |                                     |  |
|-------------------------------------|--|
| <input type="checkbox"/> Minivan    | <input type="checkbox"/> Grand Caravan |
| <input type="checkbox"/> Sports car | <input type="checkbox"/> Mustang       |
| <input type="checkbox"/> Truck      | <input type="checkbox"/> Silverado     |
| <input type="checkbox"/> SUV        | <input type="checkbox"/> Expedition    |

### List 3: Foods

- |   |   |
|---|---|
| <input type="checkbox"/> Steak          | <input type="checkbox"/> Sizzling T-bone Steak            |
| <input type="checkbox"/> Coleslaw       | <input type="checkbox"/> Tangy Coleslaw                   |
| <input type="checkbox"/> Salad          | <input type="checkbox"/> Crisp Garden Salad               |
| <input type="checkbox"/> Grilled Cheese | <input type="checkbox"/> Crunchy Toasted Cheddar Sandwich |

### Follow-up questions:

- 1: Why are the names in the right column more appealing than those in the left column?
- 2: Why is it important to remember the target audience's perspective?



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continued

**Matching:** Create catchy, appealing names for these foods using fun, interesting words. Choose 1–2 descriptors to add to each food to create new names for the dishes.

## Young children (K-5) enjoy imaginative, playful names

Ex.: X-ray Carrots, Big Bad Bean Burrito, Dinosaur Trees (broccoli)

**Word bank:**

American Fiesta Jumpin' Green Lantern Power Rainbow Sweet Talkin' Black Belt Snappy

\_\_\_\_\_ green beans

\_\_\_\_\_ baked apples

\_\_\_\_\_ baked sweet potatoes

\_\_\_\_\_ black bean soup

\_\_\_\_\_ peas

\_\_\_\_\_ veggie pizza

## Older students (grades 6-12) are attracted to evocative, descriptive sensory words

Ex.: Summer Salad, Savory Beef Sandwich, Crunchy Carrot Sticks

**Word bank:**

Texas VIP Snappy Sweet Harvest Homestyle Spiced Fresh Holiday Garden

\_\_\_\_\_ green beans

\_\_\_\_\_ baked apples

\_\_\_\_\_ baked sweet potatoes

\_\_\_\_\_ black bean soup

\_\_\_\_\_ peas

\_\_\_\_\_ veggie pizza

### Follow-up questions:

1: Which names are the best? What makes them appealing to each audience?

2: Which names could you use in your lunchroom?

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WORKSHEET  
continued



## CREATIVE DESIGN

**Pretend** your group is starting a restaurant but you are only allowed to serve foods from your school lunchroom. Use descriptive and fun words to add interest to these entrées and side orders.

Choose your audience: **K-5** or **6-12** (circle one).

### Entrées:

Baked Chicken: \_\_\_\_\_

Turkey Sub: \_\_\_\_\_

Chef Salad: \_\_\_\_\_

Grilled Cheese Sandwich & Tomato Soup: \_\_\_\_\_

### Sides:

Corn: \_\_\_\_\_

Kale: \_\_\_\_\_

Kiwi: \_\_\_\_\_

Salad Bar: \_\_\_\_\_

Squash: \_\_\_\_\_

Mixed/Steamed Veggies: \_\_\_\_\_

**Application:** Choose your favorite two entrées and two sides. Or, choose four items your lunchroom would *like* to promote. Write the names on the left side. Then, choose descriptors to give the chosen foods catchy new names.

\_\_\_\_\_ : \_\_\_\_\_

\_\_\_\_\_ : \_\_\_\_\_

\_\_\_\_\_ : \_\_\_\_\_

\_\_\_\_\_ : \_\_\_\_\_

### Follow-up Questions:

Which names are best? Which could you use in your lunchroom?