

## **Reducing Childhood Obesity: Food Innovation Consultancy Challenge**

BENSON, Michael <<http://orcid.org/0000-0003-3523-0124>>

Available from Sheffield Hallam University Research Archive (SHURA) at:

<https://shura.shu.ac.uk/25849/>

---

This document is the Presentation

### **Citation:**

BENSON, Michael (2019). Reducing Childhood Obesity: Food Innovation Consultancy Challenge. In: 2019 PHE Conference, Warwick University, 10-11 Sep 2019. Public Health England. [Conference or Workshop Item]

---

### **Copyright and re-use policy**

See <http://shura.shu.ac.uk/information.html>



## Student Examples

Here are a couple of examples of student results: There were 16 group student presentations each following the Big 7 methodology. The student results were high with most achieving either a first or a high second. Students presented posters, sugar reduced product tasters, retailer point of sale, research and commercials. Asda were very impressed by the standards and creativity of the ideas and have agreed to progress some ideas to the retail shelf.

**T  
a  
s  
k  
j  
o  
b**

## Acknowledgements

Firstly to the 80 hard working and committed Level 6 students: BSc (Hons) Food Marketing Management and BSc (Hons) Food & Nutrition; and to the leadership team and academic and technical colleagues of Sheffield Business School. Secondly to the institutions supporting the module: Public Health England, NHS, Sheffield Business School, Asda Stores plc, Sugarwise, Insights Discovery, Kantar Worldpanel, Shopper Intelligence, Mintel Academic, Pebble Pad, Food Matters Live, The Grocer, BBC Radio Sheffield.