

## Inside the Easter Egg Factory



View video clip: <http://news.bbc.co.uk/1/hi/uk/7990080.stm>

### Questions

Define the term “production line”

How does Cadbury’s ensure that it minimises the amount of wasted molten chocolate

Easter eggs are made using flow production. Explain what is meant by flow production.

Environmental campaigners have criticised the amount of packaging used by Easter eggs. Identify two reasons how Easter egg packaging adds value to the product.