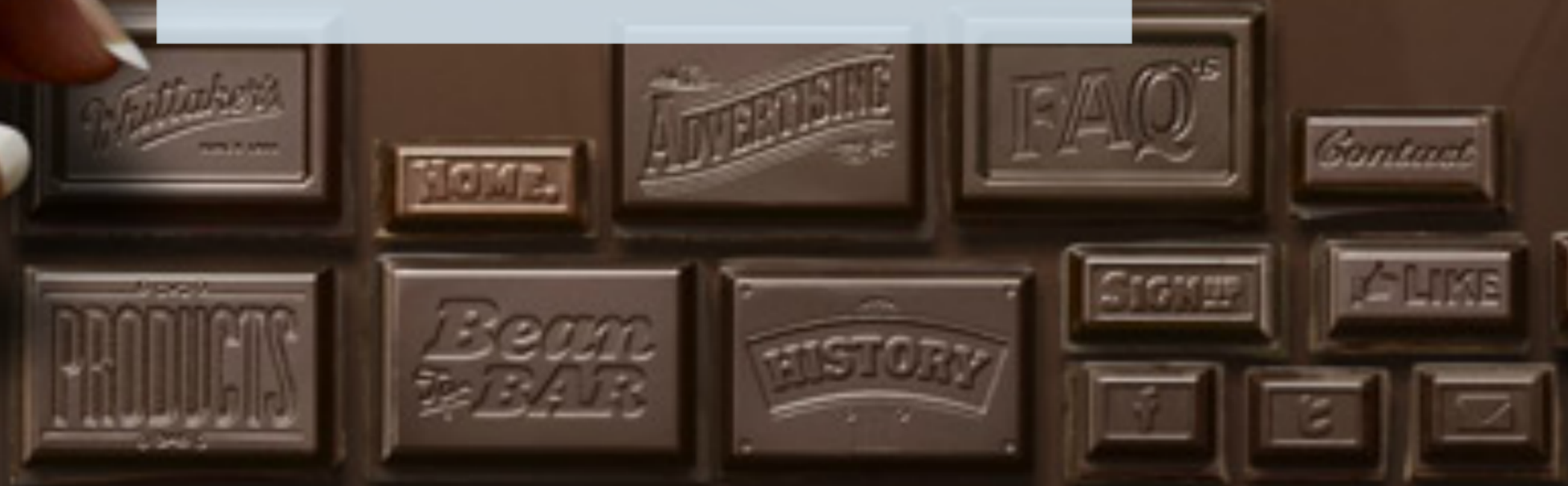




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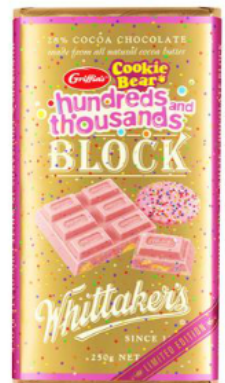
Chocolate

What issue has your innovation addressed?




 HAD THE MONOPOLY SO  DECIDED TO END IT AND GIVE THE CUSTOMERS A CHOICE. WITH THE MONOPOLY  COULD CHOOSE THEIR OWN PRICES BUT WITH THE COMPETITION OF  THE PRICES WERE FORCED TO BE FAIRER.

How has the innovation improved what people can do?

WITH THE INVENTION OF *Whittaker's* SINCE 1896 PEOPLE COULD CHOOSE THEIR BRAND OF CHOCOLATE AND HAVE MORE VARIETY IN THE FLAVOURS. THEY CAN ALSO CHOOSE HOW MUCH MONEY TO SPEND AS BOTH BRANDS HAVE DIFFERENT SALE TIMES WHEN THEIR CHOCOLATE IS ON A SPECIAL.



How has the innovation improved over time?

JAMES HENRY WHITTAKER, THE FOUNDER OF  SINCE 1896 FIRST GOT A TASTE FOR CHOCOLATE IN ENGLAND AT THE YOUNG AGE OF 14. WHEN HE RETURNED TO NEW ZEALAND IN  HE STARTED CREATING HIS OWN CHOCOLATE THEN SOLD IT DOOR TO DOOR. IN  HIS TWO SONS, RONALD AND JAMES JOINED HIM IN PARTNERSHIP AND BECAME J.H Whittaker and Sons.

1936 Management & Staff




THE VERY SMALL STAFF OF  HAS GROWN AND SO HAS THEIR BUSINESS. THE THIRD GENERATION, ANDREW AND BRIAN HAVE NOW PASSED ONTO FOURTH GENERATION WHITTAKERS; MATT AND HOLLY.



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How has the innovation been developed to suit the situation?



TAKES SUGGESTIONS FROM THE

PUBLIC AS TO WHAT FLAVOURS THEY

WOULD LIKE AS WELL AS FLAVOURS THAT

ARE POPULAR IN OTHER COUNTRIES. THEY

ALSO SPONSOR CHARITIES AND USE THEIR CHOCOLATE

TO RAISE MONEY AND AWARENESS FOR THAT SPECIFIC

CHARITY.





FIVE YR12 STUDENTS FROM SAMUEL MARSDEN COLLEGE CAME UP WITH THE IDEA OF 'PINK CHOCOLATE' TO RAISE MONEY FOR THE BREAST CANCER FOUNDATION. WITH 20 CENTS

FROM EACH BLOCK GOING TOWARDS THE BREAST CANCER FOUNDATION THE GIRLS HOPED TO SELL 5000 BLOCKS. *Whittaker's* SINCE 1896 LIKED THE IDEA SO MUCH THAT THEY TOOK THE WHITE RASPBERRY BLOCK INTO THEIR LINE. EACH OF THE GIRLS HAD A PERSONAL CONNECTION WITH BREAST CANCER WHICH MADE THIS GENIUS IDEA EVEN BETTER.

"We thought 'pink chocolate' was genius. Every female loves pink, to treat themselves and to know they're giving something back."

