



Introducing the Oreo

In 1898, several baking companies merged to form the National Biscuit Company (Nabisco), the maker of Oreo cookies. By 1902, Nabisco created Barnum's Animal cookies and made them famous by selling them in a little box designed like a cage.

In 1912, Nabisco had a new idea for a cookie - two chocolate disks with a cream filling in between. The shape and design of the Oreo cookie didn't change much until Nabisco began selling various versions of the cookie. In 1975, Nabisco released their Double Stuff Oreos, followed by fudge covered Oreos, Halloween Oreos, and Christmas Oreos.

Over 362 billion Oreo cookies have been sold since it was first introduced in 1912, making it the best selling cookie of the 20th century. After more than 88 years of remarkable success, Nabisco announced its newest version - Mini Oreos.

In order to continue the long running success of the Oreo, Nabisco wants a new package line for the Mini Oreo that will attract consumers. As interns at Nabisco, you have been divided into groups to work on packaging designs. As a group, you will need to design a line of packages using the following shapes - cylinder, prism, cone, and pyramid. In addition, you will need to assemble a report that outlines your design including shape, size, production costs, volume, capacity, and consumer appeal. You will present your design along with your report on March 16 to a panel of judges. Good luck!