

Butterkist Benson Group Launch a Design Competition for Students!

Written by Australian Business

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The great popcorn brand Butterkist and one of the world's best packaging manufacturers, Benson Group, have joined forces to create a competition for packaging design students. Nikki Clarke of Benson Group says, "Our future lies with the younger generation so they must be encouraged to aspire to the very best in life." With this in mind Benson Group has thrown down a challenge to all packaging students.

The brief is: "Design a new striking and innovative carton for the Butterkist popcorn microwave range."

The carton must hold between three and six sachets of popcorn with a selection of three flavours and greatly enhance shelf presence. Students will have to take account of brand guidelines of course. If the new design can link to family movie nights with intrigue and excitement the judging panel will definitely like that.

2013 is tipped as the year for Gourmet Popcorn so students entering a design should be aware of that factor too. Cost of production will be important and to be tamper evident as well.

The winner will receive one week's work experience at the Benson Group Design Studio and a £250 cash prize (provided by Benson Group). They will also be invited to visit Butterkist's head office in Pontefract, which will include a tour of the famous popcorn factory.

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This is a brilliant opportunity for students to really boost the CV with a competition winning design and to gain experience with the UK's most innovative packaging company. This is a brilliant chance to help any aspiring designers in their future career, so don't waste any more time and sign up now!

The competition is open to part- or full-time students currently enrolled at a college, college of the arts or university in the UK or overseas. Please [register](#) by **1st November 2013**. The physical entry must arrive in the week commencing the

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November 2013

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Competition info: <http://www.bensongroup.co.uk/about/schools-and-colleges/design-competition/>

Benson Group: <http://www.bensongroup.co.uk>

Butterkist: <http://www.butterkistproductions.co.uk>

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