



KNOWLEDGE ORGANISER

The design process follows these steps.



Local Business

Birds the Confectioners was founded in 1919 by three brothers Frank, Thomas and Reginald Bird on Upper Dale Road in Derby.

It was rebranded in 2015 to Birds Bakery with 56 shops. They sell cakes, bread, confectionery, pastries and cooked meat products.



Shortcrust pastry - the type of pastry you have in a pie or jam tart. It is flatter than puff pastry that you find in a sausage roll. It is made using flour, butter and water.



Savoury filling - a filling using vegetables, meat, cheese or egg. The opposite to sweet.

Seasonal vegetables - vegetables that are grown and harvested in the UK at this time of year.





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#You'reHired

FOOD TECHNOLOGY



design, equipment, cut, tool,
develop, shape, make,
structure, product, recipe,
pastry, dough, kneed,
sample, method, ingredients,
temperature.



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TOPIC VOCABULARY



Entrepreneur – someone who sets up a business

Occupation – The job or career you have

Career – A job that last a long time where there are opportunities to learn and progress

Aspirations – A hope or ambition of achieving something

Qualities – Characteristics or abilities of someone

Professional – A job that requires qualifications

Industry – A particular group of jobs or businesses

Enterprise – A business or company

Employability – How suitable you are for a job

Market research – Finding out what a customer wants and needs

Marketing – Advertising your product

Profit – Money you make once costs are taking out

Seasonal – Food grown and harvested locally at a particular time of year