

CANDY EMPIRE ENTREPRENEURS

GREAT BEFORE SPRING BREAK



Students learn about
3 Great Entrepreneurs



A great activity to do
before SPRING BREAK!



Includes a DIGITAL &
PRINTABLE activity



PERFECT FOR A
SUB DAY!



FUN!
NO PREP!

BUSINESS EDUCATION WITH *Denise Leigh*

A NO PREP Lesson

A Fun, Seasonal Lesson on **THREE Candy Giants!**



Milton Hershey



William Wrigley, Jr.



Gustav Goelitz




Includes a **Digital Activity**
&
a **Printable Activity**

Lessons on THREE Candy Giants

What character traits do these candy giants share?
History Timelines

William Wrigley



William Wrigley was born in Philadelphia during The Civil War **1861**


He moved to Chicago with \$35 to his name (\$843 in 2018). **1891**

He sold soap and baking powder then started selling gum. **1900**

Wrigley bought the Chicago Baseball team named after him. **1921**

Wrigley gum is present in 180 countries! **Today**

In 2004, the U.S. Life Savers business was acquired by Wrigley's. How many flavors of Life Savers are there and what are they?



Gustav Goelitz



Gustav Brothers came to America from Germany **1885**

The confection company, that we now know as Jelly Belly was established. **1893**

The company started making candy corn **1900**


Gustav Goelitz is a German entrepreneur who started a jelly bean and candy corn empire. **1900s**

Jelly Belly is a 4th generation Candy business! **Today**

Jelly Belly was owned and operated by the fourth, fifth, and sixth generation of descendants of Goelitz for decades. Who owns and produces Jelly Belly now and for how long?



Milton Hershey



Milton Hershey was born to farmers in Pennsylvania **1857**

He started working with a candy maker in Lancaster, PA as an apprentice. **1871**

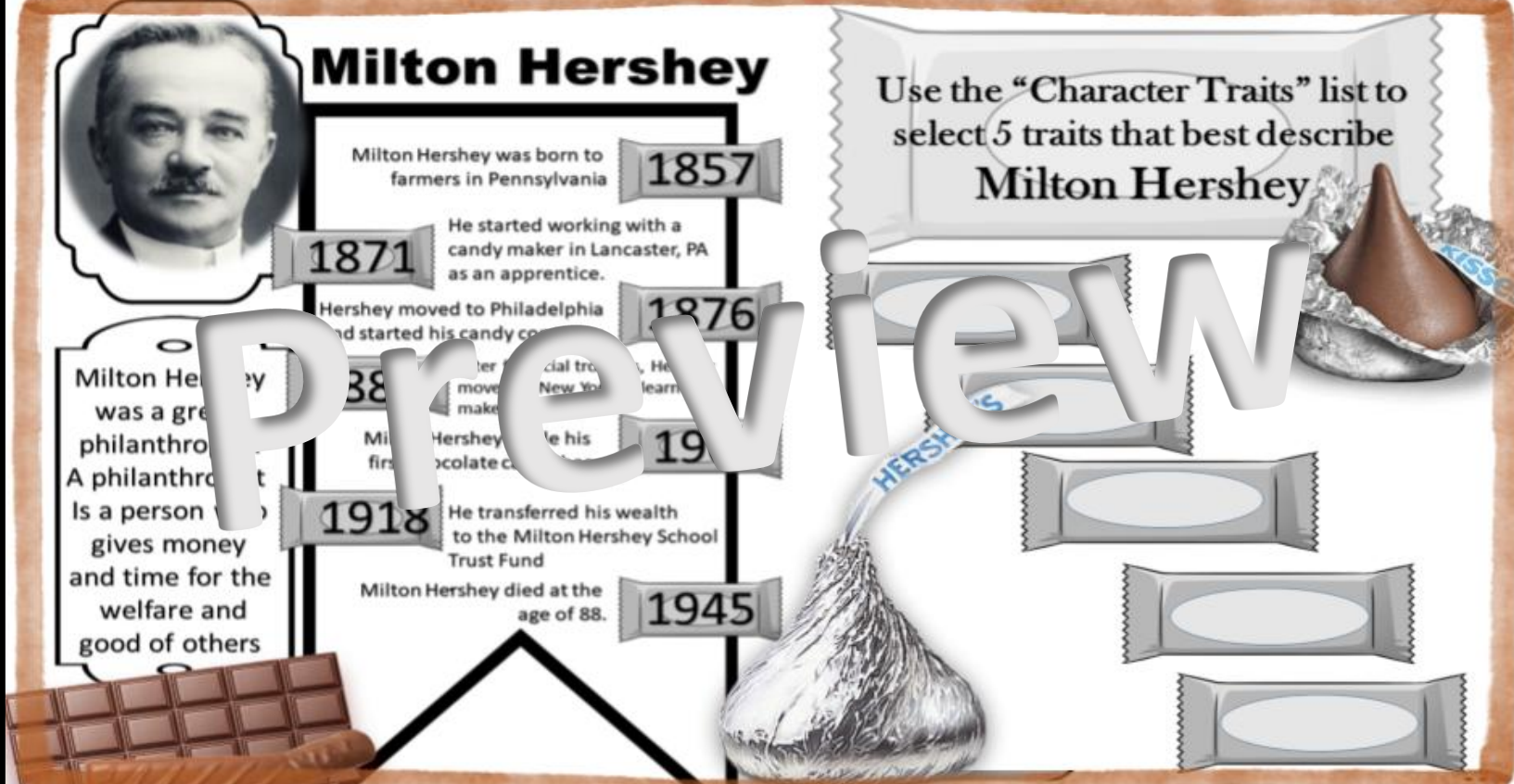
Hershey moved to Philadelphia and started his candy company. **1876**

Milton Hershey gave his first chocolate candy. **1900**

He transferred his wealth to the Milton Hershey School Trust Fund **1918**

Milton Hershey died at the age of 88. **1945**

Use the "Character Traits" list to select 5 traits that best describe Milton Hershey



Google Slides that **easily** converts to PowerPoint

Who's in Your Easter Basket?

Who is in your Easter Basket?

Use the confectioner's timelines to complete the following activity...

Place a **H** for Milton Hershey
Place a **W** for William Wrigley
Place a **G** for Gustav Goelitz



- His candy company went bankrupt during the Great Depression
- Owner of a baseball team
- The name of his company rhymes with his name
- Lived in a city named after him
- Made candy for the military
- Transferred his wealth to a school in his name
- His product was so loved that he had to turn down orders for his candy
- He sold baking powder
- Ball park named after him
- School named after him
- The 4th generation is running his candy empire today




Preview



21 Slides (Middle & High School)

Teacher Notes



Look through the materials and pick out what activities are age appropriate for your students. There is an M in the lower right hand corner of the activities recommended for middle school 5-8...and a MH in the lower right hand corner of the activities recommended for both middle school and high school.

Thank you for your purchase!

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Select one of the confectioner-entrepreneurs covered in this unit. Create a slide show about his life. Include the following...

- *A title page...picture of him and date he was born and date that he died.
- *A slide should be dedicated to his early years of business.
- *A slide should be dedicated to trials and tribulations, how he (as a businessman) persevered through the Great Depression, and limited resources.
- *Create a slide illustrating what type of man he was...his interests, philanthropic works, family life, etc.
- *A slide should be dedicated to brands/products sold.

Who is in your Easter Basket?

Use the confectioner's timelines to complete the following activity...

Place a H for Milton Hershey
Place a W for William Wrigley
Place a G for Gustav Goelitz

- His candy company went bankrupt during the Great Depression
- Owner of a baseball team
- The name of his company rhymes
- Learned to make caramels in New York
- Made candy corn
- Transferred his wealth to a school in his name
- His product was so loved that he had to turn down orders for his candy
- He sold baking
- Ball park named
- School named

William Wrigley

was the first EVER to use direct mail marketing. He had the idea to send a stick of gum through the U.S. Mail to everyone listed in the phone book! Why would he do such a thing? Do you think that this would be effective? Respond in a well-developed paragraph.

Fun Gum Facts!

- "Juicy Fruit" was the original label
- "Doublemint" is double value, double peppermint flavor, and is double wrapped for freshness.
- "Big Red" arrived in 1976 and was wildly successful!

William Wrigley

William Wrigley was born in Philadelphia during The Civil War

1861

1891 He moved to Chicago with \$35 to his name (\$843 in 2018).

1900 He sold soap and baking powder then started selling gum.

1916 Wrigley bought a minority stake in The Chicago Cubs.

1921 The Chicago Ball Park was named after Wrigley.

Today

Name _____

Select one of the confectioners covered in this unit. Answer the following questions about him...

1. What do you admire about him?
2. What do you think it must have been like to be an entrepreneur in his time of life?
3. What qualities do you think that he must have had to grow such an empire?

The Hershey Kiss is a popular Hershey product!

1907 the first Hershey Kiss was made

60 million Hershey Kisses are made each day!

They were wrapped by hand 20 years ago.

The name "Kiss" came from the sound that the machine made when the...

Gustav Goelitz

was an immigrant who worked closely with his family to create the candy empire that we know as Jelly Belly. What challenges may he have faced in working closely with family? What qualities must one exhibit to be successful when working with others? Respond in a well-developed paragraph. Use the character trait list to select at least 3 traits that describe Goelitz and include them in your response.

Jelly Bean Flavors

Name _____

C H E R R Y A W A U B H G D T
P N I B P K A T L A U Q U A
F L O P I Y T U L M G N J Y
S I U L M K W E C I R O C I L
K T E M B E R D R C O I X A
N R M H E L P O E P A R G
F O M A R N I E C O E M W S K
O P M R W Y N L H G T U B X L
G R Y A O B E O X N A Y A K M
P E A R N E N D A L Y N T A
T X N N G P I R R T O E M W B
D S I G P P I R R T O E M W B
L I B I E W C A Y H K A G P
T W H N S I N U R C F U O X
I Q U F S L R E K T Q U X O

Apple Cherry Coconut Plum Grape Blueberry Lime

Food for Thought

There are 16 billion jellybeans manufactured just at Easter time alone!

That's enough jellybeans to circle the globe 3 times!

It can take anywhere from 7 to 21 days to make a jellybean!

Most jellybean assortments have 8 flavors!

Be innovative! Create a jellybean flavor of your own! What do you think it will be like?

Gustav Goelitz

Gustav Brothers came to America from Germany

1885

1893 The confection company, that we now know as Jelly Belly was established.

1900 The company started making candy corn

1912 The company became so Popular that they were turning down orders

1920s Goelitz's company along with 878 other candy companies went bankrupt due to the depression.

1930s The candy industry recovered after the war and thrived.

Today Jelly Belly is a 4th generation Candy business!

Milton Hershey

Milton Hershey was not only an entrepreneur and philanthropist, he was an innovator! During the war years (1940-1945) Hershey made chocolate bars for the troops! They were called Tropical Bars. They needed to stand up to high temperatures without melting. Hershey had to change his chocolate formula to create such a unique product.

Print to complete

Be an innovator!
Create your own chocolate sensation!
What NEW CHOCOLATE creation would you like to find in your Easter Basket?
Draw your creation below.

Milton Hershey

Milton Hershey was born to farmers in Pennsylvania

1857

1871 He started working with a candy maker in Lancaster, PA as an apprentice.

1876 Hershey moved to Philadelphia and started his candy company

1883 After financial troubles, Hershey moved to New York to learn to make caramels.

1900 Milton Hershey made his first chocolate candy bar.

1918 He transferred his wealth to the Milton Hershey School Trust Fund

1942 Milton Hershey died at the age of 88.

Candy Makers

Dear Student!
You may need to add squares between the letters of 1 across and 7 across

Who's in My Easter Basket?

A study of three confectioners who changed the candy industry forever!

Entrepreneurs are risk takers! Individuals who have an idea and act on it! They are creative thinkers and goal setters and through perseverance, they strive to achieve their goal.

We are going to learn about three confectioners. A confectioner is person who makes and sells candy. Three confectioners who started out as apprentices in the candy field are Milton Hershey, a chocolate master, Gustav Goelitz, the inventor of the jelly bean, and William Wrigley Jr., who mastered the art of gum making. Apprentices are individuals who work under someone who has mastered an art so that they can learn and grow in that field.

All of these men were innovators! Easter is a time that we consume the most candy. Chocolate, jelly beans and gum are three items that most will find themselves consuming or buying every spring.

Use the "Character Traits" list to select 5 traits that best describe Milton Hershey

Who is in your Easter Basket?

Gustav Goelitz

Milton S. Hershey

William Wrigley Jr.

BUSINESS EDUCATION WITH Denise Leigh

Before sending this Google Slide to your students, delete slides that you don't plan to use and add any additional material that you would like.

The "Be an innovator" chocolate bar design, the word search, and the cross word puzzle activities are meant to be printed and completed. Just have your students print by selecting the page number ONLY that they choose to print....OR....print enough of these for your class and delete the slide out of the Google Slide BEFORE electronically sending on to your students.

My students LOVED learning about these "Candy Men". Enjoy!!!
-Denise
DeniseLeigh@Business-Ed.com

Character Traits

Active	Loving
Adventurous	Loyal
Affectionate	Observant
Ambitious	Pleasant
Attentive	Polite
Brilliant	Popular
Busy	Proud
Calm	Quick
Capable	Reliable
Careful	Respectful
Cautious	Silly
Charming	Sincere
Cheerful	Skilled
Clever	Sly
Compassionate	Smart
Confident	Sociable
Considerate	Tactful
Cooperative	Sweet
Dependable	Talented
Determined	Tasteful
Easygoing	Thoughtful
Energetic	Tolerant
Enthusiastic	Trusting
Fair	Trustworthy
Friendly	Useful
Funny	Warm-hearted
Glamorous	Wise
Helpful	Witty
Intelligent	Wonderful

Digital or Printable (Old Version)

Teacher Testimonials



The students **really enjoyed** this activity. It was **fun and engaging**. (6th & 7th grade)



My students **LOVED** this assignment! They were **100% engaged** and enjoyed learning more about candy entrepreneurs. (9th , 10th , & 11th grade)



I used this resource with my **college** Selling & Sales Management course. I was surprised how much they **enjoyed** learning about each of the candy makers. **A lot fun** and they really got into some **good conversations**. Thanks. (**Higher Education**)



My students **enjoyed** these lessons. I brought in Jelly Beans as an added bonus. I was gone one day so it was easy for the sub to work with as well. Thanks for a ready to go resource! (9th & 10th grade)



I used this activity the day before Spring Break. The kids **enjoyed** it and I was happy that they were still learning something. (6th & 7th grade)

Hi! My name is Denise Leigh. I have been teaching Business Education for over 25 years! I love collaborating with business educators all over the world. I am a 2022 Pennsylvania Teacher of the Year Finalist and relentless lifetime learner and lover of everything education. Engaging students and connecting them to their world is my jam! Thank you for exploring my resources and sharing my passion for BUSINESS EDUCATION!

Denise Leigh is an expert on student-led instruction. She was featured on CBS Pittsburgh for her City Collaborative™ Project-Based Business Education (PBL) Classroom.

