



# How to run your Bitrex Taste Test

## What is the Bitrex Taste Test?

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As far as we're concerned, the more people experiencing the bitter taste of Bitrex, the better. Through our taste tests, we seek to highlight the impact Bitrex has on reducing the risk of accidental poisoning amongst children, when it is added to household and garden products. Over the past couple of years, thousands of parents and carers have already been gathering together at nurseries, play groups, primary schools, community centres and church halls to find out for themselves just how bitter Bitrex actually is. We want to keep this momentum going, and would like to encourage YOU to organise your own taste test – and help raise awareness of Bitrex in your community.

## What is in a Bitrex Taste Test pack?

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In addition to this instruction sheet, each pack includes an A3 poster, leaflets, a 'Battle for Bitrex' petition sheet, and – most importantly – the Bitrex taste test stamps.

## What else will I need?

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**Milk chocolate** – And lots of it! It is the only thing that will take away the taste of Bitrex. Make sure you have enough for everyone taking part to have at least two chunks. And remember, dark chocolate does not work.

**Gloves** – The person handing out the taste stamps may want to wear gloves as Bitrex may transfer to their fingers.

**Cameras or filming equipment** – We want you to tweet and share those fun Bitrex Taste Test moments with us and your friends and family by using #BitrexTasteTest. By sharing your pictures you will be letting your friends know about child safety and Bitrex. During Child Safety Week 2014, your childcare organisation can be in with the chance of winning cash prizes for the best pictures.

**Consent forms** – Before using your Taste Test images in the media, or in your own newsletter, you will need to get permission from everyone in the photograph. This includes the consent of a parent/guardian/carer for any children who appear in the picture.

## How long will it take?

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About 15 minutes from start to finish. This will give you time to explain what Bitrex is, and why parents should look for products containing Bitrex when they do their weekly or monthly shop. Then there's the taste test itself, much chocolate eating and of course endless chatting about how awful it tastes!

## Running your Big Taste Test

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Keep it simple. All you have to do is get each adult to take a Bitrex stamp, wet their tongue, and lick the logo. The effect may take longer for smokers and coffee drinkers. Once people have taken the plunge, be on hand with their chocolate – they will need it! And make sure you remind everyone to wash their hands afterwards, to get rid of any residual Bitrex lingering on their fingers.

**Please note the test should not be undertaken by children under the age of 16.**