**Ben and Jerry’s Project Scoring Guide**

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[](http://www.google.com/imgres?imgurl=http://blogs.citypages.com/food/ben%20and%20jerrys%20logo.gif&imgrefurl=http://blogs.citypages.com/food/2010/03/ben_jerrys_offe.php&usg=___UMXWLDaUkFSkmm9A4ymiGcPb_M=&h=306&w=500&sz=15&hl=en&start=0&zoom=1&tbnid=oboZYUY-SVy2uM:&tbnh=113&tbnw=185&prev=/images?q=ben+and+jerry%27s&hl=en&safe=active&sa=G&as_st=y&biw=1596&bih=715&tbs=isch:1&itbs=1&iact=hc&vpx=699&vpy=87&dur=86&hovh=176&hovw=287&tx=159&ty=80&ei=JLPBTM_eCIa8lQel9_TZCQ&oei=JLPBTM_eCIa8lQel9_TZCQ&esq=1&page=1&ndsp=38&ved=1t:429,r:4,s:0)

**Use the scoring guide below to create your product.**

**New Ben & Jerry’s Container \_\_\_\_/25**

**Commercial \_\_\_\_/25**

**Creativity of Idea \_\_\_\_/25**

**Presentation \_\_\_\_/25**