Rebel Crumbles Final Presentation

April 16, 2020


APPLE DELIGHT
REBEL
CRUMBLES
MADE BY HIGH SCHOOL STUDENTS IN THE HEART OF PHILLY

11″ x 6.5″ Dieline

.75″ Seal | 2.375″ Back Panel | 4.75″ Front Panel | 2.375″ Back Panel | .75″ Seal

6.4930″ Cut Off

6.5″ Cut Off

DIE: AS SUPPLIED IN FILE

Why Rebel Crumbles?

Cartoon of Tre'Cia

Do you have power?

Yes.
You can do anything
you put your mind to.

You have power. The question is
how will you use it?

Here's how I use my power.

I work with my high school colleagues to run a
buisness. We create products for students
throughout Philadelphia.

We create healthy deliciousness.

- Tre'cia, senior at Parkway HS

Have an idea for a new ReBel
product? Let us know!

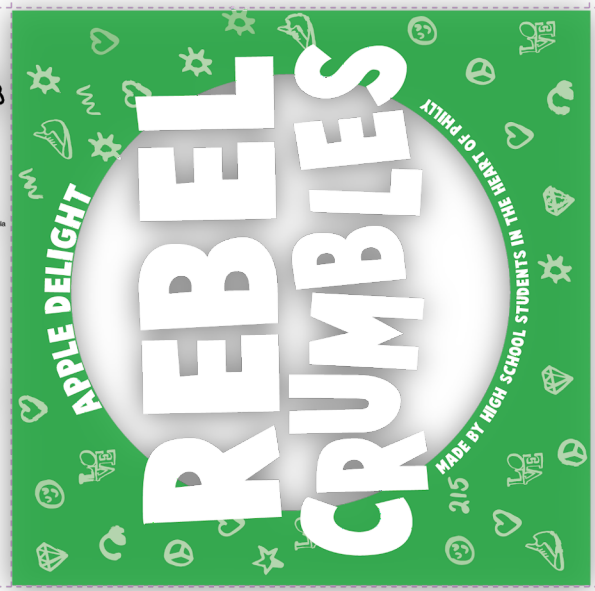
@rebel__ventures

Want a job at ReBel ventures?
Apply at www.rvcrew.com

HANDLING INSTRUCTIONS: Single serve,
microwaveable and oven-safe packaging (to 400°F),
or "thaw to serve"
SHELF LIFE: 3 days room temperture, 7 days
refrigerated, 180 days frozen
Fruit-filled (1/2 cup) and rich in whole grains

Currently served in all Philadelphia public schools 2x per month
(approx. 60,000 units) and sold in select retail stores.

BAKED IN NORTHEAST PHILADELPHIA
BY MICHELS BAKERY (LEVEL 3 SQF CERTIFIED), INC.,
PHILA., PA 19120 CT LIC. #3931



Nutrition Facts

Serving Size: 1 cake (4 oz.) (113g)
Servings Per Container: 1

Amount Per Serving	
Calories 290	Calories From Fat 70
	% Daily Value*
Total Fat 7g	11%
Saturated Fat 2g	9%
Trans Fat 0g	
Cholesterol 40mg	14%
Sodium 260mg	11%
Total Carbohydrate 55g	18%
Dietary Fiber 4g	16%
Sugars 29g	
Protein 6g	
Vitamin A 2%	• Vitamin C 0%
Calcium 4%	• Iron 10%

* Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs:

	Calories	2,000	2,500
Total Fat	Less than	65g	80g
Sat Fat	Less than	20g	25g
Cholesterol	Less than	300mg	300mg
Sodium	Less than	2,400mg	2,400mg
Total Carbohydrate		300g	375g
Dietary Fiber		25g	30g

INGREDIENTS: Apples, Enriched Wheat Flour, Sugar, Whole Eggs, Brown Sugar, Whole Wheat Flour, Oats, Soybean Oil, Butter, Water, Cinnamon, Salt, Baking Powder (sodium acid pyrophosphate, cornstarch, baking soda, mono calcium phosphate), Nutmeg.
CONTAINS: WHEAT, MILK, SOY, EGGS.

NET WT. 4.0 OZ. (113g)

PACKAGING OVEN SAFE TO 400°F

U D

HAVVA HALAL

11″Total


REBEL
CRUMBLES
APPLE
DELIGHT
CREATED BY HIGH SCHOOL STUDENTS IN THE HEART OF PHILLY

11″ x 6.5″ Dieline

.75″ Seal | 2.375″ Back Panel | 4.75″ Front Panel | 2.375″ Back Panel | .75″ Seal

6.4930″ Cut Off

6.5″ Cut Off

DIE: AS SUPPLIED IN FILE

Why Rebel Crumbles?

Do you have power?

yes.
you can do anything you put your mind to.

You have power. The question is how will you use it?

Here's how i use my power.

i work with my high school colleagues to run a business. we create products for students throughout philadelphia.

we create healthy deliciousness.

- Tre'cia, senior at parkway west hs

Have an idea for a new rebel product? let us know!

@rebel__ventures

want a job at rebel ventures?
apply at www.rvcrew.com

date code

APPLE DELIGHT

REBEL CRUMBLES

CREATED BY HIGH SCHOOL STUDENTS IN THE HEART OF PHILLY

Nutrition Facts

Serving Size: 1 cake (4 oz.) (113g)
Servings Per Container: 1

Amount Per Serving	
Calories 290	Calories From Fat 70
	% Daily Value*
Total Fat 7g	11%
Saturated Fat 2g	9%
Trans Fat 0g	
Cholesterol 40mg	14%
Sodium 260mg	11%
Total Carbohydrate 55g	18%
Dietary Fiber 4g	16%
Sugars 29g	
Protein 6g	
Vitamin A 2%	• Vitamin C 0%
Calcium 4%	• Iron 10%

* Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs:

	Calories	2,000	2,500
Total Fat	Less than	65g	80g
Sat Fat	Less than	20g	25g
Cholesterol	Less than	300mg	300mg
Sodium	Less than	2,400mg	2,400mg
Total Carbohydrate		300g	375g
Dietary Fiber		25g	30g

INGREDIENTS: Apples, Enriched Wheat Flour, Sugar, Whole Eggs, Brown Sugar, Whole Wheat Flour, Oats, Soybean Oil, Butter, Water, Cinnamon, Salt, Baking Powder (sodium acid pyrophosphate, cornstarch, baking soda, mono calcium phosphate), Nutmeg.
CONTAINS: WHEAT, MILK, SOY, EGGS.

NET WT. 4.0 OZ. (113g)
PACKAGING OVEN SAFE TO 400°F

BAKED BY MICHEL'S BAKERY, INC., PHILA., PA 19120 CT LIC. #3931

11″ Total


CREATED BY HIGH SCHOOL STUDENTS • FROM THE HEART OF PHILLY
REBEL
CRUMBLES
APPLE DELIGHT

11″ x 6.5″ Dieline

.75″ Seal | 2.375″ Back Panel | 4.75″ Front Panel | 2.375″ Back Panel | .75″ Seal

6.4930″ Cut Off

6.5″ Cut Off

DIE: AS SUPPLIED IN FILE

Why Rebel Crumbles?

Do you have power?

Yes.
You can do anything
you put your mind to.

You have power. The question is
how will you use it?

Here's how I use my power.

Cartoon of Tre'Cia

I work with my high school colleagues
to run a buisness. We create products
for students throughout Philadelphia.

We create healthy deliciousness.

- Tre'cia, senior at Parkway HS

Have an idea for a new ReBel
product? Let us know!

@rebel__ventures

Want a job at ReBel ventures?
Apply at www.rvcrew.com

HANDLING INSTRUCTIONS: Single-serve, microwaveable and oven-safe packaging (to 400°F), or "thaw to serve"
SHELF LIFE: 3 days room temperature, 7 days refrigerated, 100 days frozen
Fruit-filled (1/2 cup) and rich in whole grains

Currently served in all Philadelphia public schools (x per month approx. 60,000 units) and sold in select retail stores.

BAKED IN NORTHEAST PHILADELPHIA
BY MICHEL'S BAKERY (LEVEL 2 SQF CERTIFIED), INC.,
PHILA., PA 19120 CT LIC. 25555

date code

CREATED BY HIGH SCHOOL STUDENTS • FROM THE HEART OF PHILLY

REBEL CRUMBLES

APPLE DELIGHT

Nutrition Facts

Serving Size: 1 cake (4 oz.) (113g)
Servings Per Container: 1

Amount Per Serving	
Calories 390	Calories From Fat 70
	% Daily Value*
Total Fat 7g	11%
Saturated Fat 2g	9%
Trans Fat 0g	
Cholesterol 40mg	14%
Sodium 280mg	11%
Total Carbohydrate 55g	18%
Dietary Fiber 4g	16%
Sugars 29g	
Protein 6g	
Vitamin A 2%	• Vitamin C 0%
Calcium 4%	• Iron 10%

* Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs:

	Calories	2,000	2,500
Total Fat	Less than	65g	80g
Sat Fat	Less than	20g	25g
Cholesterol	Less than	300mg	300mg
Sodium	Less than	2,400mg	2,400mg
Total Carbohydrate		300g	375g
Dietary Fiber		25g	30g

INGREDIENTS: Apples, Enriched Wheat Flour, Sugar, Whole Eggs, Brown Sugar, Whole Wheat Flour, Oats, Soybean Oil, Butter, Water, Cinnamon, Salt, Baking Powder (sodium acid pyrophosphate, cornstarch, baking soda, mono calcium phosphate), Nutmeg.
CONTAINS: WHEAT, MILK, SOY, EGGS.

NET WT. 4.0 OZ. (113g)
PACKAGING OVEN SAFE TO 400°F

11″ Total


Created by High School Studeuts in the Heart of Philly
REBEL
CRUMBLES
Apple Delight

11" x 6.5" Dieline

.75" Seal | 2.375" Back Panel | 4.75" Front Panel | 2.375" Back Panel | .75" Seal

6.4930" Cut Off

6.5" Cut Off

DIE: AS SUPPLIED IN FILE

Why Rebel Crumbles?

Do you have power?

Yes.
You can do anything
you put your mind to.

You have power. The question is
how will you use it?

Here's how I use my power.

I work with my high school colleagues
to run a buisness. We create products
for students throughout Philadelphia.

We create healthy deliciousness.

- Tre'cia, senior at Parkway HS

Have an idea for a new ReBel product? Let us know!

@rebel__ventures

Want a job at ReBel ventures?
Apply at www.rvcrew.com

HANDLING INSTRUCTIONS: Single-serve, microwaveable and oven-safe packaging (to 400°F), or "thaw to serve"
SHELF LIFE: 3 days room temperature, 7 days refrigerated, 180 days frozen
Fruit-filled (1/2 cup) and rich in whole grains

Currently served in six Philadelphia public schools as per school district. 40,000 units sold and sold in select retail stores.

BASED IN NORTHEAST PHILADELPHIA
BY MICHEL'S BAKERY (LEVEL 2 SQF CERTIFIED), INC.,
PHILA., PA 19120 CT LIC. 25931

Created by Kids in School Students in the Heart of Philly

date code

ReBel CRUMBLES

Apple Delight

Nutrition Facts

Serving Size: 1 cake (4 oz.) (113g)
Servings Per Container: 1

Amount Per Serving	
Calories 390	Calories From Fat 70
	% Daily Value*
Total Fat 7g	11%
Saturated Fat 2g	9%
Trans Fat 0g	
Cholesterol 40mg	14%
Sodium 280mg	11%
Total Carbohydrate 55g	18%
Dietary Fiber 4g	16%
Sugars 29g	
Protein 4g	
Vitamin A 2%	• Vitamin C 0%
Calcium 4%	• Iron 10%

* Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs:

	Calories	2,000	2,500
Total Fat	Less than	65g	80g
Sat Fat	Less than	20g	25g
Cholesterol	Less than	300mg	300mg
Sodium	Less than	2,400mg	2,400mg
Total Carbohydrate		300g	375g
Dietary Fiber		25g	30g

INGREDIENTS: Apples, Enriched Wheat Flour, Sugar, Whole Eggs, Brown Sugar, Whole Wheat Flour, Oats, Soybean Oil, Butter, Water, Cinnamon, Salt, Baking Powder (sodium acid pyrophosphate, cornstarch, baking soda, mono calcium phosphate), Nutmeg.
CONTAINS: WHEAT, MILK, SOY, EGGS.

NET WT. 4.0 OZ. (113g)
PACKAGING OVEN SAFE TO 400°F

11" Total


CREATED BY HIGH SCHOOL STUDENTS IN THE HEART OF PHILLY
REBEL
CRUMBLES
APPLE DELIGHT

11" x 6.5" Dieline

.75" Seal | 2.375" Back Panel | 4.75" Front Panel | 2.375" Back Panel | .75" Seal

6.4930" Cut Off

6.5" Cut Off

DIE: AS SUPPLIED IN FILE

Why Rebel Crumbles?

Do you have power?

Yes.
You can do anything
you put your mind to.

You have power. The question is
how will you use it?

Here's how I use my power.

I work with my high school colleagues
to run a buisness. We create products
for students throughout Philadelphia.

We create healthy deliciousness.

- Tre'cia, senior at Parkway HS

Have an idea for a new ReBel
product? Let us know!

@rebel__ventures

Want a job at ReBel ventures?
Apply at www.rvcrew.com

HANDLING INSTRUCTIONS: Single serve, microwaveable and oven-safe packaging (to 400°F), or "Ham to serve"
SHELF LIFE: 3 days room temperature, 7 days refrigerated, 180 days frozen
Fruit-filled (1/2 cup) and rich in whole grains

Currently served in six Philadelphia public schools as per school district. 60,000 units and 100 in select retail stores.

BAKED IN NORTHEAST PHILADELPHIA
BY MICHEL'S BAKERY (LEVEL 2 SQF CERTIFIED), INC.,
PHILA., PA 19120 CT LIC. 25001

CREATED BY HIGH SCHOOL STUDENTS IN THE HEART OF PHILLY

REBEL CRUMBLES

APPLE DELIGHT

date code

Nutrition Facts

Serving Size: 1 cake (4 oz.) (113g)
Servings Per Container: 1

Amount Per Serving	
Calories 390	Calories From Fat 70
	% Daily Value*
Total Fat 7g	11%
Saturated Fat 2g	9%
Trans Fat 0g	
Cholesterol 40mg	14%
Sodium 280mg	11%
Total Carbohydrate 55g	18%
Dietary Fiber 4g	16%
Sugars 29g	
Protein 8g	
Vitamin A 2%	• Vitamin C 0%
Calcium 4%	• Iron 10%

* Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs:

	Calories	2,000	2,500
Total Fat	Less than	65g	80g
Sat Fat	Less than	20g	25g
Cholesterol	Less than	300mg	300mg
Sodium	Less than	2,400mg	2,400mg
Total Carbohydrate		300g	375g
Dietary Fiber		25g	30g

INGREDIENTS: Apples, Enriched Wheat Flour, Sugar, Whole Eggs, Brown Sugar, Whole Wheat Flour, Oats, Soybean Oil, Butter, Water, Cinnamon, Salt, Baking Powder (sodium acid pyrophosphate, cornstarch, baking soda, mono calcium phosphate), Nutmeg.
CONTAINS: WHEAT, MILK, SOY, EGGS.

NET WT. 4.0 OZ. (113g)
PACKAGING OVEN SAFE TO 400°F

11" Total

Thank you!

Designed by undergraduate and graduate students in **Graphic Design Practicum**,
Undergraduate Fine Arts and Design Program, University of Pennsylvania, **Spring 2020**