

Coca-Cola Enterprises Ltd



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Pupils win drink contest

STUDENTS won a regional challenge to design an imaginary soft drink for a launch at the London 2012 Olympics.

The group at Clayton Hall Business and Language College, Clayton, claimed the victory in the Real Business Challenge West Midlands.

The competition was organised by Coca-Cola Enterprises (CCE) in partnership with Young Chamber UK.

Youngsters aged between 14 and 15 took part to gain business experience.

This year the 10 finalists had to design, market, distribute and produce a drink for a launch at the 2012 Games.

The pupils were mentored by professionals.

Then Apprentice runner-up Kate Walsh, CCE officials and Young Chamber UK representatives judged them.

The college won £500 and a trip to a musical event at Birmingham's NEC.