

Assembly Resource

Read through the information found below, which explains the story in more detail. Who do you think is right in this situation? Do you think Aldi should stop making Cuthbert or do you think M&S should allow them to continue?

The retailer Marks and Spencer have taken steps to try to stop the supermarket Aldi from producing their Cuthbert the Caterpillar cake as they believe that it is too similar to their own Colin the Caterpillar cake.

Aldi responded with a #FreeCuthbert campaign on social media with a suggestion of using the attention to raise money for charities.

What do you think should happen next?



M&S's Colin the Caterpillar Cake

Aldi's Cuthbert the Caterpillar Cake

Can you spot the similarities between the cakes above?
Do you think Aldi should be told to change Cuthbert?



The Colin versus Cuthbert conversation continuing on social media...

