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BUDWEISER

<http://www.BusinessEnglishMaterials.com/budweiser.html>



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THE LISTENING / READING SCRIPT

From: <http://www.businessenglishmaterials.com/budweiser.html>

Budweiser is one of the biggest selling beers in the world. It is brewed by the Anheuser-Busch breweries in the United States but it has its origins in the Czech Republic. In 2008 Anheuser-Busch sold most of the operations to the Belgian-Brazilian beer giant InBev, to create the largest brewing company in the world. Brewing of the pale lager beer started in 1876 and has become an American icon. Budweiser accounts for over half of all beers sold in the USA. Like other beers, Budweiser is known for its distinctive bottle and label, both of which remained largely unchanged since 1876. Tradition is important to the company. Its website says: "At Budweiser, we take enormous pride in brewing the great American lager. But being a part of American history and life is what really makes us proud."





WARM UPS

From: <http://www.businessenglishmaterials.com/budweiser.html>

- 1. BRAINSTORM CHAT:** Write all the words you can think of about Budweiser on the board or on a piece of paper. Talk about these words with your partner(s).
- 2. BUDWEISER MORNING:** Each student pretends to be an employee of Budweiser. They walk around the class and talk about the company and their job.
- 3. RUMOURS:** Each student writes down a pretend rumour about Budweiser. They then walk around the class and talk to other students about their rumour.
- 4. GOOD AND BAD:** Brainstorm good and bad things about Budweiser and write them on the board. Students talk about these in pairs.
- 5. TRUE OR FALSE:** Students find out several facts about Budweiser. They write these down and add the same number of things about the company that are false. Students test each other on which of their points are true or false.
- 6. FACTS:** In groups, students write down as many facts as they can about Budweiser. The winner is the group with the most facts. Teacher may wish to have groups share their facts to make sure they are real.





LISTENING / READING GAP FILL

From: <http://www.businessenglishmaterials.com/budweiser.html>

Budweiser is one of the _____ in the world. It is brewed by the Anheuser-Busch breweries in the United States _____ in the Czech Republic. In 2008 Anheuser-Busch sold most of the operations to the Belgian-Brazilian beer giant InBev, to _____ brewing company in the world. Brewing of the pale lager beer started in 1876 and has become an American icon. Budweiser _____ half of all beers sold in the USA. Like other beers, Budweiser is known for its distinctive bottle and label, both _____ largely unchanged since 1876. Tradition is important to the company. Its website says: "At Budweiser, we take _____ brewing the great American lager. But being a part of American history _____ really makes us proud."





CORRECT THE SPELLING

From: <http://www.businessenglishmaterials.com/budweiser.html>

Budweiser is one of the biggest selling beers in the world. It is bweedr by the Anheuser-Busch breweries in the United States but it has its iiognsr in the Czech Republic. In 2008 Anheuser-Busch sold most of the opeitrnaos to the Belgian-Brazilian beer giant InBev, to retcea the largest nrwiebg company in the world. Brewing of the pale lager beer started in 1876 and has become an American icon. Budweiser uocntcsa for over half of all beers sold in the USA. Like other beers, Budweiser is known for its nitctiesvdi bottle and label, both of which remained alleyrg unchanged since 1876. Tradition is important to the company. Its website says: "At Budweiser, we take enormous eidrp in brewing the great American lager. But being a part of American history and life is what really makes us drpuo."





UNJUMBLE THE WORDS

From: <http://www.businessenglishmaterials.com/budweiser.html>

Budweiser beers one the selling is of biggest in the world. It is brewed by the Anheuser-Busch breweries in the United States has its origins in the Czech but it Republic. In 2008 Anheuser-Busch most sold to operations the of the Belgian-Brazilian beer giant InBev, to create the brewing largest world the in company. Brewing of the pale lager beer started in 1876 and has become an American icon. Budweiser accounts for over half of all Like in other the beers USA beers . sold, Budweiser is label distinctive known bottle for and its, both of which remained largely unchanged since 1876. Tradition is important to the company. Its website says: "At Budweiser, we brewing in pride enormous take the great American lager. But being a part of American history and what makes proud is really us life."





INSERT THE VOWELS

From: <http://www.businessenglishmaterials.com/budweiser.html>

B_dw__s_r__s__n__ _f th_ b_gg_st s_ll_ng b__rs
 n th w_rld. _t _s br_w_d by th_ _nh__s_r-
 B_sch br_w_r__s__n th_ _n_t_d St_t_s b_t _t h_s
 _ts _r_g_ns __n th_ Cz_ch R_p_bl_c. __n 2008
 _nh__s_r-B_sch s_ld m_st _f th_ _p_r_t__ns t_
 th_ B_lg__n-Br_z_l__n b__r g__nt __nB_v, t_
 cr__t_ th_ l_rg_st br_w_ng c_mp_ny __n th_
 w_rld. Br_w_ng _f th_ p_l_l_g_r b__r st_rt_d __n
 1876 __nd h_s b_c_m__ __n __m_r_c_n __c_n.
 B_dw__s_r__cc__nts f_r _v_r h_lf _f _ll b__rs
 s_ld __n th_ __S__. L_k__th_r b__rs, B_dw__s_r__s
 kn_wn f_r _ts d_st_nct_v_ b_ttl_ __nd l_b_l, b_th
 _f wh_ch r_m__n_d l_rg_ly __nch_ng_d s_nc_
 1876. Tr_d_t__n __s __mp_rt_nt t_ th_ c_mp_ny.
 _ts w_bs_t_ s_ys: “_t B_dw__s_r, w_ t_k_
 __n_rm__s pr_d_ __n br_w_ng th_ gr__t __m_r_c_n
 l_g_r. B_t b__ng __p_rt _f __m_r_c_n h_st_ry __nd
 l_f__s wh_t r__lly m_k_s __s pr__d.”





PUNCTUATE THE TEXT AND ADD CAPITALS

From: <http://www.businessenglishmaterials.com/budweiser.html>

budweiser is one of the biggest selling beers in the world it is brewed by the anheuser-busch breweries in the united states but it has its origins in the czech republic in 2008 anheuser-busch sold most of the operations to the belgian-brazilian beer giant inbev to create the largest brewing company in the world brewing of the pale lager beer started in 1876 and has become an american icon budweiser accounts for over half of all beers sold in the usa like other beers budweiser is known for its distinctive bottle and label both of which remained largely unchanged since 1876 tradition is important to the company its website says "at budweiser we take enormous pride in brewing the great american lager but being a part of american history and life is what really makes us proud"





CHOOSE THE CORRECT TENSE

From: <http://www.businessenglishmaterials.com/budweiser.html>

Budweiser (be) one of the biggest selling beers in the world. It is (brew) by the Anheuser-Busch breweries in the United States but it (have) its origins in the Czech Republic. In 2008 Anheuser-Busch (sell) most of the operations to the Belgian-Brazilian beer giant InBev, to (create) the largest brewing company in the world. Brewing of the pale lager beer (start) in 1876 and has become an American icon. Budweiser accounts for over half of all beers sold in the USA. Like other beers, Budweiser is (know) for its distinctive bottle and label, both of which remained largely unchanged since 1876. Tradition (be) important to the company. Its website says: "At Budweiser, we (take) enormous pride in brewing the great American lager. But (be) a part of American history and life is what really (make) us proud."





REWRITE WITH SPACES

From: <http://www.businessenglishmaterials.com/budweiser.html>

Budweiser is one of the biggest selling beers in the world. It is brewed by the Anheuser-Busch breweries in the United States but it has its origins in the Czech Republic. In 2008 Anheuser-Busch sold most of the operation to the Belgian-Brazilian beer giant InBev, to create the largest brewing company in the world. Brewing of the pale lager beer started in 1876 and has become an American icon. Budweiser accounts for over half of all beers sold in the USA. Like other beers, Budweiser is known for its distinctive bottle and label, both of which remained largely unchanged since 1876. Tradition is important to the company. Its website says: "At Budweiser, we take enormous pride in brewing the great American lager. But being a part of American history and life is what really makes us proud."





CHOOSE THE CORRECT WORD

From: <http://www.businessenglishmaterials.com/budweiser.html>

Budweiser is one of the biggest selling beers in the world. It is _____ by the Anheuser-Busch breweries in the United States but it has its _____ in the Czech Republic. In 2008 Anheuser-Busch sold most of the _____ to the Belgian-Brazilian beer giant InBev, to _____ the largest brewing company in the world. Brewing of the pale lager beer started in 1876 and has become an American _____. Budweiser accounts for over half of all beers sold in the USA. Like other beers, Budweiser is known for its _____ bottle and label, both of which remained largely _____ since 1876. Tradition is important to the company. Its website says: "At Budweiser, we take _____ pride in brewing the great American lager. But being a _____ of American history and life is what really makes us _____."

brewed

part

distinctive

create

enormous

operations

unchanged

proud

origins

icon





PROJECT BUDWEISER

From: <http://www.businessenglishmaterials.com/budweiser.html>

Part 1. Your mission is to increase the profits and sales of Budweiser. Complete this table with your project partner(s):

Main products			
How to improve them			
A brand new 'killer' product			
How Budweiser is better than the competition			
How to beat the competition			

Part 2. Change partners and look at their project. Suggest improvements. Ask for advice on your project:

Part 3. Make a presentation on your project. Give it to the class. Vote the best projects.





BUDWEISER – ROLE PLAY 1

From: <http://www.businessenglishmaterials.com/budweiser.html>

Role A – Budweiser CEO

You believe your company is the best in the world. It pays its workers very well and working conditions are great. Your company is very green – it cares about the environment. You think your levels of customer service are great. Disagree with person B, C and D.

Role B – Budweiser worker

You think it's a bad company to work for. You're very unhappy with pay, raises and bonuses. You are very unhappy with the working environment. You don't like the company's policy on the environment. You keep hearing profits are more important than customers. Disagree with A and C. Tell D the truth.

Role C – Budweiser customer

You are a customer of Budweiser. You used to think it was great, but not now. Its workers are always very rude. No one ever answers the phone. You are shocked about its policy on the environment. You think all staff should get less pay. You disagree with person A and B. Tell D the truth.

Role D – A journalist

You keep hearing bad things about Budweiser. You want to tell the world in your newspaper. You heard the CEO gets a huge bonus every year. You found a company memo saying profits are more important than the environment. You want to know why so many staff are ill. Find the truth.





BUDWEISER – ROLE PLAY 2

From: <http://www.businessenglishmaterials.com/budweiser.html>

Role A – Budweiser New Products Director

You have created a new product for Budweiser. You believe the new product will be the company's best ever. It will be a bestseller. There are people who do not agree with you. You need B, C and D on your side. Tell them why this is a product that will bring great things to Budweiser.

Role B – Budweiser Marketing Director

You think the company's new product is a really bad idea. It will give your company a really bad name. You think the New Products Director is trying to destroy the company. Try to get him/her to understand there's no way the new product will sell. Try to get person C and D on your side.

Role C – Budweiser Market Researcher

You have interviewed thousands of people about the new product. They don't like it or hate it. You think it will be successful if they make many changes. Tell the New Products Director he/she needs to change the product. You neither like nor trust person B. Disagree with him/her.

Role D – Budweiser Shareholder

You know a lot about Budweiser's new product. You are worried it will not sell and share prices will go down. You think A is crazy and must find a new job. You agree with everything B says. You don't agree with C. The new product should not go on the market.





JOB INTERVIEW ROLE PLAY

INTERVIEWER (Write the questions you want to ask the candidate.)

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____

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JOB INTERVIEW ROLE PLAY

INTERVIEWEE (Write questions you want to ask the interviewer.)

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____





DISCUSSION (Write your own questions)

STUDENT A's QUESTIONS (Do not show these to student B)

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____

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DISCUSSION (Write your own questions)

STUDENT B's QUESTIONS (Do not show these to student A)

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____





BUDWEISER SURVEY

From: <http://www.businessenglishmaterials.com/budweiser.html>

Write five GOOD questions about Budweiser in the table. Do this in pairs. Each student must write the questions on his / her own paper.

When you have finished, interview other students. Write down their answers.

	STUDENT 1 _____	STUDENT 2 _____	STUDENT 3 _____
Q.1.			
Q.2.			
Q.3.			
Q.4.			
Q.5.			

- Now return to your original partner and share and talk about what you found out. Change partners often.
- Make mini-presentations to other groups on your findings.





WRITING 3 – LETTER OF APOLOGY

From: <http://www.businessenglishmaterials.com/budweiser.html>

Write a letter of apology to the customer. Explain why you cannot give a refund. Show your partner your letter. Correct each other's work.





HOMework

- 1. VOCABULARY EXTENSION:** Choose several of the words from the text. Use a dictionary or Google's search field (or another search engine) to build up more associations / collocations of each word.
- 2. INTERNET INFO:** Search the Internet and find more information about Budweiser. Talk about what you discover with your partner(s) in the next lesson.
- 3. MAGAZINE ARTICLE:** Write a magazine article about Budweiser. What have they done recently? What are their plans? Read what you wrote to your classmates in the next lesson. Give each other feedback on your articles.
- 4. BUDWEISER POSTER** Make a poster about Budweiser. Make sure you sell the company to the public. Show it to your classmates in the next lesson. Give each other feedback on your posters.
- 5. MY BUDWEISER LESSON:** Make your own English lesson on Budweiser. Make sure there is a good mix of things to do. Find some good online activities. Teach the class / another group when you have finished.
- 6. ONLINE SHARING:** Use your blog, wiki, Facebook page, MySpace page, Twitter stream, Del-icio-us / StumbleUpon account, or any other social media tool to get opinions on Budweiser. Share your findings with the class.

