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## **CARLSBERG**

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



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## THE LISTENING / READING SCRIPT

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

Carlsberg is a Danish brewing company founded in Copenhagen in 1847. It was started by J.C. Jacobsen and named after his son Carl. The pH scale, the standard measurement of acidity, was developed in Carlsberg's laboratories in 1909. It is currently the world's fourth largest brewing group. Carlsberg sells 114 million bottles of beer every day across more than 150 markets. The company began exporting beer in 1868 and one hundred years later opened its first overseas brewery, in Malawi. It currently has dozens of different brands in many countries. Its most famous products are the Carlsberg lager, Special Brew (which has a 9% alcohol content) and Elephant beer. Carlsberg has been involved in some memorable advertising, using the slogans "Probably the best beer in the world".





## WARM UPS

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

**1. BRAINSTORM CHAT:** Write all the words you can think of about Carlsberg on the board or on a piece of paper. Talk about these words with your partner(s).

**2. CARLSBERG MORNING:** Each student pretends to be an employee of Carlsberg. They walk around the class and talk about the company and their job.

**3. RUMOURS:** Each student writes down a pretend rumour about Carlsberg. They then walk around the class and talk to other students about their rumour.

**4. GOOD AND BAD:** Brainstorm good and bad things about Carlsberg and write them on the board. Students talk about these in pairs.

**5. TRUE OR FALSE:** Students find out several facts about Carlsberg. 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 Carlsberg. 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/carlsberg.html>

Carlsberg is a Danish brewing company founded in Copenhagen in 1847. \_\_\_\_\_ J.C. Jacobsen and named after his son Carl. The pH scale, the standard \_\_\_\_\_ acidity, was developed in Carlsberg's laboratories in 1909. It is currently the world's fourth largest \_\_\_\_\_. Carlsberg sells 114 million bottles of beer every day across more than 150 markets. The company \_\_\_\_\_ beer in 1868 and one hundred years later \_\_\_\_\_ overseas brewery, in Malawi. It currently has dozens of different \_\_\_\_\_ countries. Its most famous products are the Carlsberg lager, Special Brew (which has a 9% \_\_\_\_\_) and Elephant beer. Carlsberg has been involved in some \_\_\_\_\_, using the slogans "Probably the best beer in the world".





## CORRECT THE SPELLING

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

Carlsberg is a Danish brewing company fduoend in Copenhagen in 1847. It was started by J.C. Jacobsen and named after his son Carl. The pH scale, the nadsdtar measurement of idcitay, was developed in Carlsberg's laboratories in 1909. It is unrltecyr the world's fourth largest brewing group. Carlsberg sells 114 million bottles of beer every day across more than 150 markets. The company began peoingxtr beer in 1868 and one hundred years later opened its first eorseavs brewery, in Malawi. It currently has zsoned of different brands in many countries. Its most famous products are the Carlsberg lager, Special Brew (which has a 9% alcohol oncnett) and Elephant beer. Carlsberg has been evondvil in some moberlmea advertising, using the slogans "Probably the best beer in the world".





## UNJUMBLE THE WORDS

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

Carlsberg is brewing Danish a in founded company  
Copenhagen in 1847. It was started by J.C. Jacobsen and  
son after Carl his named. The pH scale, the standard  
measurement of acidity, was developed in Carlsberg's  
laboratories in 1909. is It fourth world's the currently  
largest brewing group. Carlsberg sells 114 million bottles  
across day every beer of 150 than more markets. The  
company began exporting beer in 1868 and one hundred  
years opened first brewery later its overseas, in Malawi.  
It of dozens has currently brands different in many  
countries. Its products famous most Carlsberg the are  
lager, Special Brew (which has a 9% alcohol content) and  
Elephant beer. Carlsberg has been involved in some  
memorable advertising , using the slogans "Probably the  
best beer in the world".





## INSERT THE VOWELS

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

C\_rlsb\_rg \_s \_ D\_n\_sh br\_w\_ng c\_mp\_ny f\_\_nd\_\_  
 \_n C\_p\_nh\_g\_n \_n 1847. \_t w\_s st\_rt\_d by J.C.  
 J\_c\_bs\_n \_nd n\_m\_d \_ft\_r h\_s s\_n C\_rl. Th\_ pH  
 sc\_l\_, th\_ st\_nd\_rd m\_\_s\_r\_m\_nt \_f \_c\_d\_ty,  
 w\_s d\_v\_l\_p\_d \_n C\_rlsb\_rg's l\_b\_r\_t\_r\_\_s \_n  
 1909. \_t \_s c\_rr\_ntly th\_ w\_rld's f\_\_rth l\_rg\_st  
 br\_w\_ng gr\_\_p. C\_rlsb\_rg s\_lls 114 m\_ll\_\_n  
 b\_ttl\_s \_f b\_\_r \_v\_ry d\_y \_cr\_ss m\_r\_ th\_n 150  
 m\_rk\_ts. Th\_ c\_mp\_ny b\_g\_n \_xp\_rt\_ng b\_\_r \_n  
 1868 \_nd \_n\_ h\_ndr\_d y\_\_rs l\_t\_r \_p\_n\_d \_ts  
 f\_rst \_v\_rs\_\_s br\_w\_ry, \_n M\_l\_w\_. \_t c\_rr\_ntly  
 h\_s d\_z\_ns \_f d\_ff\_r\_nt br\_nds \_n m\_ny  
 c\_\_ntr\_\_s. \_ts m\_st f\_m\_\_s pr\_d\_cts \_r\_ th\_  
 C\_rlsb\_rg l\_g\_r, Sp\_c\_\_l Br\_w (wh\_ch h\_s \_ 9%  
 \_lc\_h\_l c\_nt\_nt) \_nd \_l\_ph\_nt b\_\_r. C\_rlsb\_rg  
 h\_s b\_\_n \_nv\_lv\_d \_n s\_m\_ m\_m\_r\_bl\_  
 \_dv\_rt\_s\_ng, \_s\_ng th\_ sl\_g\_ns "Pr\_b\_bly th\_  
 b\_st b\_\_r \_n th\_ w\_rld".





## PUNCTUATE THE TEXT AND ADD CAPITALS

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

carlsberg is a danish brewing company founded in copenhagen in 1847 it was started by jc jacobsen and named after his son carl the ph scale the standard measurement of acidity was developed in carlsberg's laboratories in 1909 it is currently the world's fourth largest brewing group carlsberg sells 114 million bottles of beer every day across more than 150 markets the company began exporting beer in 1868 and one hundred years later opened its first overseas brewery in malawi it currently has dozens of different brands in many countries its most famous products are the carlsberg lager special brew (which has a 9% alcohol content) and elephant beer carlsberg has been involved in some memorable advertising using the slogans "probably the best beer in the world"







## CHOOSE THE CORRECT TENSE

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

Carlsberg ..... (be) a Danish brewing company founded in Copenhagen in 1847. It was ..... (start) by J.C. Jacobsen and ..... (name) after his son Carl. The pH scale, the standard measurement of acidity, ..... (be) developed in Carlsberg's laboratories in 1909. It is currently the world's fourth largest brewing group. Carlsberg ..... (sell) 114 million bottles of beer every day across more than 150 markets. The company ..... (begin) exporting beer in 1868 and one hundred years later ..... (open) its first overseas brewery, in Malawi. It currently ..... (have) dozens of different brands in many countries. Its most famous products ..... (be) the Carlsberg lager, Special Brew (which ..... (have) a 9% alcohol content) and Elephant beer. Carlsberg has ..... (be) involved in some memorable advertising, using the slogans "Probably the best beer in the world".





# REWRITE WITH SPACES

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

Carlsberg is a Danish brewing company founded in Copenhagen in 1847. It was started by J.C. Jacobsen and named after his son Carl. The pH scale, the standard measure of acidity, was developed in Carlsberg's laboratories in 1909. It is currently the world's fourth largest brewing group. Carlsberg sells 114 million bottles of beer every day across more than 150 markets. The company began exporting beer in 1868 and one hundred years later opened its first overseas brewery, in Malawi. It currently has dozens of different brands in many countries. Its most famous products are the Carlsberg lager, Special Brew (which has a 9% alcohol content) and Elephant beer. Carlsberg has been involved in some memorable advertising, using the slogan "Probably the best beer in the world".

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## CHOOSE THE CORRECT WORD

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

Carlsberg is a Danish brewing company \_\_\_\_\_ in Copenhagen in 1847. It was started by J.C. Jacobsen and named after his son Carl. The pH scale, the \_\_\_\_\_ measurement of acidity, was developed in Carlsberg's laboratories in 1909. It is \_\_\_\_\_ the world's fourth largest brewing \_\_\_\_\_. Carlsberg sells 114 million bottles of beer every day across more than 150 markets. The company began \_\_\_\_\_ beer in 1868 and one hundred years later opened its first \_\_\_\_\_ brewery, in Malawi. It currently has dozens of different \_\_\_\_\_ in many countries. Its most famous \_\_\_\_\_ are the Carlsberg lager, Special Brew (which has a 9% alcohol \_\_\_\_\_) and Elephant beer. Carlsberg has been involved in some \_\_\_\_\_ advertising, using the slogans "Probably the best beer in the world".

*standard*

*brands*

*content*

*exporting*

*products*

*currently*

*overseas*

*founded*

*group*

*memorable*





# PROJECT CARLSBERG

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

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

<b>Main products</b>			
<b>How to improve them</b>			
<b>A brand new 'killer' product</b>			
<b>How Carlsberg is better than the competition</b>			
<b>How to beat the competition</b>			

**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.





# CARLSBERG – ROLE PLAY 1

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

## **Role A – Carlsberg 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 – Carlsberg 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 – Carlsberg customer**

You are a customer of Carlsberg. 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 Carlsberg. 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.





## CARLSBERG – ROLE PLAY 2

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

### **Role A – Carlsberg New Products Director**

You have created a new product for Carlsberg. 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 Carlsberg.

### **Role B – Carlsberg 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 – Carlsberg 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 – Carlsberg Shareholder**

You know a lot about Carlsberg'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. \_\_\_\_\_







# CARLSBERG SURVEY

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

Write five GOOD questions about Carlsberg 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 1 – SPEED WRITING

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

**Write anything about Carlsberg for 10 minutes. Show your partner your paper. Correct each other's work.**

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## WRITING 2 – LETTER OF COMPLAINT

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

**Write a letter to Carlsberg. Complain about one of its products. Ask for a refund. Show your partner your paper. Correct each other's work.**

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## WRITING 3 – LETTER OF APOLOGY

From: <http://www.businessenglishmaterials.com/carlsberg.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.**

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## HOMWORK

- 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 Carlsberg. Talk about what you discover with your partner(s) in the next lesson.
- 3. MAGAZINE ARTICLE:** Write a magazine article about Carlsberg. 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. CARLSBERG POSTER** Make a poster about Carlsberg. 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 CARLSBERG LESSON:** Make your own English lesson on Carlsberg. 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 Carlsberg. Share your findings with the class.

