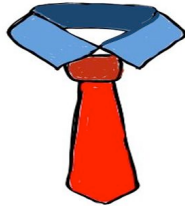

BUSINESS ENGLISH MATERIALS.com

HEINEKEN

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



CONTENTS

- | | |
|-----------------------------|-----------------------------|
| 2. Listening/Reading script | 12. Project |
| 3. Warm-ups | 13. Role play 1 |
| 4. Gap fill | 14. Role play 2 |
| 5. Correct the spelling | 15. Job interview role play |
| 6. Unjumble the words | 16. Discussion |
| 7. Insert the vowels | 17. Survey |
| 8. Punctuate the text | 18. Speed writing |
| 9. Choose the correct tense | 19. Letter of complaint |
| 10. Rewrite with spaces | 20. Letter of apology |
| 11. Choose the correct word | 21. Homework |

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THE LISTENING / READING SCRIPT

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

Heineken is one of the world's most popular brands of beer. It was established in 1873 in Amsterdam by Gerard Adriaan Heineken. He saw a market to introduce a 'beer culture' in Amsterdam's cafes. Today, Heineken is brewed by 40 breweries in 39 countries around the world. Its website says: "Heineken has been able to remain one of the world's leading consumer and corporate brands for more than 130 years. It confronts directly the challenges in many of our markets to deliver organic profit growth, but also focuses on building the long-term future of our brands and business." Heineken is one of the world's leading brewers in terms of sales volume and profitability. Its principal brands are Heineken and Amstel, but it also owns more than 200 international brands, including Foster's, Strongbow cider, Kingfisher, Tiger, and Newcastle Brown Ale.





WARM UPS

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

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

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

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

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

5. TRUE OR FALSE: Students find out several facts about Heineken. 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 Heineken. 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/heineken.html>

Heineken is one of the world's _____ of beer. It was established in 1873 in Amsterdam by Gerard Adriaan Heineken. _____ introduce a 'beer culture' in Amsterdam's cafes. Today, Heineken is brewed _____ 39 countries around the world. It's website says: "Heineken has been able to _____ world's leading consumer and corporate brands for more than 130 years. It confronts _____ in many of our markets to deliver organic profit growth, but also focuses on building the _____ our brands and business." Heineken is one of the world's leading brewers in terms _____ profitability. Its principal brands are Heineken and Amstel, but _____ than 200 international brands, including Foster's, Strongbow cider, Kingfisher, Tiger, and Newcastle Brown Ale.





CORRECT THE SPELLING

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

Heineken is one of the world's most aplorpu brands of beer. It was established in 1873 in Amsterdam by Gerard Adriaan Heineken. He saw a kemrta to introduce a 'beer culture' in Amsterdam's cafes. Today, Heineken is wbdere by 40 breweries in 39 countries around the world. It's website says: "Heineken has been able to namrei one of the world's aegnidl consumer and corporate brands for more than 130 years. It confronts yletricd the challenges in many of our markets to dieervl organic profit growth, but also focuses on building the long-term future of our brands and business." Heineken is one of the world's leading brewers in stern of sales volume and profitability. Its rpinalipc brands are Heineken and Amstel, but it also owns more than 200 international brands, ulignicnd Foster's, Strongbow cider, Kingfisher, Tiger, and Newcastle Brown Ale.





UNJUMBLE THE WORDS

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

Heineken of one is brands popular most world's the of beer. It was established in 1873 in Amsterdam by Gerard Adriaan Heineken. introduce to market a saw He beer a culture' in Amsterdam's cafes. Today, Heineken is brewed by 40 39 around world in countries the breweries. It's website says: "Heineken one has able remain of been to the world's leading consumer and corporate brands for more than 130 years. It the confronts challenges directly in many of our markets to deliver organic profit growth, long also on the but focuses building-term future of our brands and business." Heineken is one of the world's leading sales of terms in brewers volume and profitability. Its principal brands are Heineken and Amstel, than but also more 200 it owns international brands, including Foster's, Strongbow cider, Kingfisher, Tiger, and Newcastle Brown Ale.





INSERT THE VOWELS

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

H__n_k_n _s _n_ _f th_ w_rld's m_st p_p_l_r
br_nds _f b__r. _t w_s _st_bl_sh_d _n 1873 _n
_mst_rd_m by G_r_rd _dr___n H__n_k_n. H_ s_w
_ m_rk_t t_ _ntr_d_c_ _ 'b__r c_lt_r_' _n
_mst_rd_m's c_f_s. T_d_y, H__n_k_n _s br_w_d
by 40 br_w_r__s _n 39 c__ntr__s _r__nd th_
w_rld. _t's w_bs_t_ s_y_s: "H__n_k_n h_s b__n
bl t_ r_m__n _n_ _f th_ w_rld's l__d_ng
c_ns_m_r _nd c_rp_r_t_ br_nds f_r m_r_ th_n
130 y__rs. _t c_nfr_nts d_r_ctly th_ ch_ll_ng_s
_n m_ny _f __r m_rk_ts t_ d_l_v_r _rg_n_c
pr_f_t gr_wth, b_t _ls_ f_c_s_s _n b__ld_ng th_
l_ng-t_rm f_t_r_ _f __r br_nds _nd b_s_n_ss."
H__n_k_n _s _n_ _f th_ w_rld's l__d_ng br_w_rs
_n t_rms _f s_l_s v_l_m_ _nd pr_f_t_b_l_ty. _ts
pr_nc_p_l br_nds _r_ H__n_k_n _nd _mst_l, b_t
_t _ls_ _wns m_r_ th_n 200 _nt_rn_t__n_l
br_nds, _ncl_d_ng F_st_r's, Str_ngb_w c_d_r,
K_ngf_sh_r, T_g_r, _nd N_wc_stl_ Br_wn _l_.





PUNCTUATE THE TEXT AND ADD CAPITALS

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

heineken is one of the world's most popular brands of beer it was established in 1873 in amsterdam by gerard adriaan heineken he saw a market to introduce a 'beer culture' in amsterdam's cafes today heineken is brewed by 40 breweries in 39 countries around the world it's website says "heineken has been able to remain one of the world's leading consumer and corporate brands for more than 130 years it confronts directly the challenges in many of our markets to deliver organic profit growth but also focuses on building the long-term future of our brands and business" heineken is one of the world's leading brewers in terms of sales volume and profitability its principal brands are heineken and amstel but it also owns more than 200 international brands including foster's strongbow cider kingfisher tiger and newcastle brown ale





CHOOSE THE CORRECT TENSE

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

Heineken (be) one of the world's most popular brands of beer. It was (establish) in 1873 in Amsterdam by Gerard Adriaan Heineken. He (see) a market to introduce a 'beer culture' in Amsterdam's cafes. Today, Heineken is (brew) by 40 breweries in 39 countries around the world. It's website (say): "Heineken has (be) able to (remain) one of the world's leading consumer and corporate brands for more than 130 years. It (confront) directly the challenges in many of our markets to (deliver) organic profit growth, but also focuses on building the long-term future of our brands and business." Heineken (be) one of the world's leading brewers in terms of sales volume and profitability. Its principal brands (be) Heineken and Amstel, but it also (own) more than 200 international brands, including Foster's, Strongbow cider, Kingfisher, Tiger, and Newcastle Brown Ale.





REWRITE WITH SPACES

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

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CHOOSE THE CORRECT WORD

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

Heineken is one of the world's most _____ brands of beer. It was established in 1873 in Amsterdam by Gerard Adriaan Heineken. He saw a _____ to introduce a 'beer _____' in Amsterdam's cafes. Today, Heineken is brewed by 40 breweries in 39 countries around the world. It's website says: "Heineken has been able to _____ one of the world's leading consumer and _____ brands for more than 130 years. It confronts _____ the challenges in many of our markets to deliver _____ profit growth, but also focuses on building the long-_____ future of our brands and business." Heineken is one of the world's leading brewers in _____ of sales volume and profitability. Its principal brands are Heineken and Amstel, but it also _____ more than 200 international brands, including Foster's, Strongbow cider, Kingfisher, Tiger, and Newcastle Brown Ale.

culture

organic

popular

term

owns

corporate

market

remain

terms

directly





PROJECT HEINEKEN

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

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

Main products			
How to improve them			
A brand new 'killer' product			
How Heineken 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.





HEINEKEN – ROLE PLAY 1

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

Role A – Heineken 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 – Heineken 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 – Heineken customer

You are a customer of Heineken. 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 Heineken. 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.





HEINEKEN – ROLE PLAY 2

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

Role A – Heineken New Products Director

You have created a new product for Heineken. 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 Heineken.

Role B – Heineken 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 – Heineken 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 – Heineken Shareholder

You know a lot about Heineken'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. _____





HEINEKEN SURVEY

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

Write five GOOD questions about Heineken 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/heineken.html>

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





WRITING 2 – LETTER OF COMPLAINT

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

Write a letter to Heineken. Complain about one of its products. Ask for a refund. Show your partner your paper. 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 Heineken. Talk about what you discover with your partner(s) in the next lesson.

- 3. MAGAZINE ARTICLE:** Write a magazine article about Heineken. 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. HEINEKEN POSTER** Make a poster about Heineken. 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 HEINEKEN LESSON:** Make your own English lesson on Heineken. 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 Heineken. Share your findings with the class.

