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## HEINZ

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



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## THE LISTENING / READING SCRIPT

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

The H. J. Heinz Company, commonly known as Heinz, is an American-based food company. Its website says: "Throughout the world, Heinz is synonymous with ketchup. We sell 650 million bottles of Heinz ketchup every year and approximately two single-serve packets of ketchup for every man, woman and child on the planet."

The company is also known for its baked beans and soups and the "57 Varieties" slogan. The company was founded in Pittsburgh in 1869 by Henry John Heinz. His business ideals are still important to the company today. Its website states: "Heinz conducts business in an ethical manner, guided by the enduring principles of our founder and an unwavering commitment to integrity." Everyone knows the slogans, "Beanz Meanz Heinz" and "If It Isn't Heinz, It Isn't Ketchup."





## WARM UPS

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

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

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

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

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

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

The H. J. Heinz Company, \_\_\_\_\_ Heinz, is an American-based food company. Its website says: "Throughout the world, Heinz \_\_\_\_\_ ketchup. We sell 650 million bottles of Heinz ketchup every year and approximately \_\_\_\_\_ packets of ketchup for every man, woman and child on the planet." The company \_\_\_\_\_ baked beans and soups and the "57 Varieties" slogan. The company \_\_\_\_\_ Pittsburgh in 1869 by Henry John Heinz. His \_\_\_\_\_ still important to the company today. Its website states: "Heinz conducts business in \_\_\_\_\_, guided by the enduring principles of our founder and an \_\_\_\_\_ to integrity." Everyone knows the slogans, "Beanz Meanz Heinz" and "If It Isn't Heinz, It Isn't Ketchup."





## CORRECT THE SPELLING

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

The H. J. Heinz Company, oymmcnoI known as Heinz, is an American-esdba food company. Its website says: "Throughout the world, Heinz is synonymous with ketchup. We sell 650 million bottles of Heinz ketchup every year and approximately two single-serve skcptea of ketchup for every man, woman and child on the alpten." The company is also nownk for its baked beans and soups and the "57 Varieties" slogan. The company was uodnedf in Pittsburgh in 1869 by Henry John Heinz. His business saeild are still important to the company today. Its website states: "Heinz conducts business in an chielat anenrm, guided by the enduring principles of our nofuerd and an unwavering commitment to integrity." Everyone knows the slogans, "Beanz Meanz Heinz" and "If It Isn't Heinz, It Isn't Ketchup."





## UNJUMBLE THE WORDS

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

The H. J. Heinz Company, commonly known as Heinz, is a food company based in the United States. Its website says:

"Throughout the world, Heinz is synonymous with ketchup. We sell approximately 650 million bottles of ketchup every year and two billion single-serve packets of ketchup for every man, woman and child on the planet."

The company is also known for baked beans and soups and the "57 Varieties" slogan. The company was founded in Pittsburgh in 1869 by John Heinz. His business ideals are still important today.

Its website states: "Heinz conducts business in an ethical manner, guided by the principles of our founder and integrity to commitment unwavering." Everyone knows the slogans, "Beanz Meanz Heinz" and "If It Isn't Heinz, It Isn't Ketchup."





## INSERT THE VOWELS

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

Th\_ H. J. H\_\_nz C\_mp\_ny, c\_mm\_nly kn\_wn \_\_s  
H\_\_nz, \_\_s \_\_n \_\_m\_\_r\_\_c\_\_n-b\_\_s\_\_d f\_\_d c\_\_mp\_\_ny. \_\_ts  
w\_\_bs\_\_t\_\_s\_\_ys: "Thr\_\_gh\_\_t th\_\_w\_\_rld, H\_\_nz \_\_s  
syn\_nym\_\_s w\_\_th k\_\_tch\_\_p. W\_\_s\_\_ll 650 m\_\_ll\_\_n  
b\_\_ttl\_\_s \_\_f H\_\_nz k\_\_tch\_\_p \_\_v\_\_ry y\_\_r \_\_nd  
\_\_ppr\_\_x\_\_m\_\_t\_\_ly tw\_\_s\_\_ngl\_\_-s\_\_rv\_\_p\_\_ck\_\_ts \_\_f  
k\_\_tch\_\_p f\_\_r \_\_v\_\_ry m\_\_n, w\_\_m\_\_n \_\_nd ch\_\_ld \_\_n th\_\_  
pl\_\_n\_\_t." Th\_\_c\_\_mp\_\_ny \_\_s \_\_ls\_\_kn\_wn f\_\_r \_\_ts  
b\_\_k\_\_d b\_\_ns \_\_nd s\_\_ps \_\_nd th\_\_ "57 V\_\_r\_\_t\_\_s"  
sl\_\_g\_\_n. Th\_\_c\_\_mp\_\_ny w\_\_s f\_\_nd\_\_d \_\_n P\_\_ttsb\_\_rgh  
\_\_n 1869 by H\_\_nry J\_\_hn H\_\_nz. H\_\_s b\_\_s\_\_n\_\_ss  
\_\_d\_\_ls \_\_r\_\_st\_\_ll \_\_mp\_\_rt\_\_nt t\_\_th\_\_c\_\_mp\_\_ny t\_\_d\_\_y.  
\_\_ts w\_\_bs\_\_t\_\_st\_\_t\_\_s: "H\_\_nz c\_\_nd\_\_cts b\_\_s\_\_n\_\_ss \_\_n  
\_\_n \_\_th\_\_c\_\_l m\_\_nn\_\_r, g\_\_d\_\_d by th\_\_ \_\_nd\_\_r\_\_ng  
pr\_\_nc\_\_pl\_\_s \_\_f \_\_r f\_\_nd\_\_r \_\_nd \_\_n \_\_nw\_\_v\_\_r\_\_ng  
c\_\_mm\_\_tm\_\_nt t\_\_ \_\_nt\_\_gr\_\_ty." \_\_v\_\_ry\_\_n\_\_kn\_ws th\_\_  
sl\_\_g\_\_ns, "B\_\_nz M\_\_nz H\_\_nz" \_\_nd "f\_\_t \_\_sn't  
H\_\_nz, \_\_t \_\_sn't K\_\_tch\_\_p."





## PUNCTUATE THE TEXT AND ADD CAPITALS

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

the h j heinz company commonly known as heinz is an american-based food company its website says "throughout the world heinz is synonymous with ketchup we sell 650 million bottles of heinz ketchup every year and approximately two single-serve packets of ketchup for every man woman and child on the planet" the company is also known for its baked beans and soups and the "57 varieties" slogan the company was founded in pittsburgh in 1869 by henry john heinz his business ideals are still important to the company today its website states "heinz conducts business in an ethical manner guided by the enduring principles of our founder and an unwavering commitment to integrity" everyone knows the slogans "beanz meanz heinz" and "if it isn't heinz it isn't ketchup"







## CHOOSE THE CORRECT TENSE

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

The H. J. Heinz Company, commonly ..... (know) as Heinz, ..... (be) an American-based food company. Its website ..... (say): "Throughout the world, Heinz is synonymous with ketchup. We ..... (sell) 650 million bottles of Heinz ketchup every year and approximately two single-serve packets of ketchup for every man, woman and child on the planet." The company ..... (be) also known for its baked beans and soups and the "57 Varieties" slogan. The company was ..... (found) in Pittsburgh in 1869 by Henry John Heinz. His business ideals ..... (be) still important to the company today. Its website states: "Heinz ..... (conduct) business in an ethical manner, ..... (guide) by the enduring principles of our founder and an unwavering commitment to integrity." Everyone ..... (know) the slogans, "Beanz Meanz Heinz" and "If It Isn't Heinz, It Isn't Ketchup."





## REWRITE WITH SPACES

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

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## CHOOSE THE CORRECT WORD

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

The H. J. Heinz Company, \_\_\_\_\_ known as Heinz, is an American-\_\_\_\_\_ food company. Its website says: "Throughout the world, Heinz is synonymous with ketchup. We sell 650 million bottles of Heinz ketchup every year and approximately two \_\_\_\_\_-serve packets of ketchup for every man, woman and child on the \_\_\_\_\_." The company is also known for its baked beans and soups and the "57 Varieties" \_\_\_\_\_. The company was founded in Pittsburgh in 1869 by Henry John Heinz. His business \_\_\_\_\_ are still important to the company today. Its website states: "Heinz \_\_\_\_\_ business in an \_\_\_\_\_ manner, guided by the enduring principles of our \_\_\_\_\_ and an unwavering commitment to \_\_\_\_\_." Everyone knows the slogans, "Beanz Meanz Heinz" and "If It Isn't Heinz, It Isn't Ketchup."

*single*  
*ideals*  
*commonly*  
*founder*  
*slogan*  
*ethical*  
*based*  
*integrity*  
*planet*  
*conducts*





# PROJECT HEINZ

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

**Part 1.** Your mission is to increase the profits and sales of Heinz. 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 Heinz 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.





# HEINZ – ROLE PLAY 1

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

## **Role A – Heinz 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 – Heinz 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 – Heinz customer**

You are a customer of Heinz. 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 Heinz. 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.





## HEINZ – ROLE PLAY 2

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

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

You have created a new product for Heinz. 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 Heinz.

### **Role B – Heinz 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 – Heinz 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 – Heinz Shareholder**

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







# HEINZ SURVEY

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

Write five GOOD questions about Heinz 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.











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

