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JACK DANIEL'S

<http://www.BusinessEnglishMaterials.com/jack-daniels.html>



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THE LISTENING / READING SCRIPT

From: <http://www.businessenglishmaterials.com/jack-daniels.html>

Jack Daniel's (JD) is a brand of whiskey that is among the best-selling alcoholic drinks in the world. It is a kind of whiskey known as Tennessee whiskey which has special brewing techniques that make it different from other whiskies. JD is famous for its square bottles and black label. It is also widely known simply as 'Jack'. According to the Jack Daniel's website, the whiskey was first made in 1866 by Jasper Newton "Jack" Daniel in Lynchburg, Tennessee. No one knows if this is true as this would have made Jack 16 years old. What is established is that the brewery was founded in 1875. The brand has become part of American culture and has countless mentions in movies and songs. The company employs 365 people and generates an annual income in excess of \$120 million.





WARM UPS

From: <http://www.businessenglishmaterials.com/jack-daniels.html>

- 1. BRAINSTORM CHAT:** Write all the words you can think of about Jack Daniel's on the board or on a piece of paper. Talk about these words with your partner(s).
- 2. JACK DANIEL'S MORNING:** Each student pretends to be an employee of Jack Daniel's. They walk around the class and talk about the company and their job.
- 3. RUMOURS:** Each student writes down a pretend rumour about Jack Daniel's. They then walk around the class and talk to other students about their rumour.
- 4. GOOD AND BAD:** Brainstorm good and bad things about Jack Daniel's and write them on the board. Students talk about these in pairs.
- 5. TRUE OR FALSE:** Students find out several facts about Jack Daniel's. 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 Jack Daniel's. 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/jack-daniels.html>

Jack Daniel's (JD) _____ whiskey that is
_____ alcoholic drinks in the world. It is
a kind of whiskey known as Tennessee whiskey which has
special brewing techniques _____ from
other whiskies. JD is famous for its square bottles and
black label. It _____ simply as 'Jack'.
According to the Jack Daniel's website, the whiskey was
first made in 1866 by Jasper Newton "Jack" Daniel in
Lynchburg, Tennessee. No one _____
as this would have made Jack 16 years old. What is
established is that the _____ in 1875.
The brand has become part of American culture and has
_____ movies and songs. The company
employs 365 people and generates
_____ excess of \$120 million.





CORRECT THE SPELLING

From: <http://www.businessenglishmaterials.com/jack-daniels.html>

Jack Daniel's (JD) is a brand of whiskey that is ngmoa the best-selling alcoholic drinks in the world. It is a kind of whiskey nnwok as Tennessee whiskey which has eialspc brewing techniques that make it different from other whiskies. JD is famous for its rsequa bottles and black label. It is also elwdiy known simply as 'Jack'. According to the Jack Daniel's bweetis, the whiskey was first made in 1866 by Jasper Newton "Jack" Daniel in Lynchburg, Tennessee. No one knows if this is true as this would have made Jack 16 years old. What is established is that the brewery was eufdodn in 1875. The brand has become part of American culture and has countless tmneison in movies and songs. The company ymeplos 365 people and generates an luaann income in excess of \$120 million.





UNJUMBLE THE WORDS

From: <http://www.businessenglishmaterials.com/jack-daniels.html>

Jack Daniel's (JD) is that among brand whiskey is a of the best-selling alcoholic drinks in the world. It is a kind of whiskey known as Tennessee whiskey which has brewing techniques that make it special different from other whiskies. is for square JD famous its bottles and black label. widely simply It also known as is 'Jack'. According to the Jack Daniel's website, the whiskey was first made in 1866 by Jasper Newton "Jack" Daniel in Lynchburg, Tennessee. one No as true is this if knows made 16 this have Jack years would old. What is established is that the brewery was founded in 1875. The of culture has part American brand become and has countless mentions in movies and songs. The company employs 365 income people generates annual in and an excess of \$120 million.





INSERT THE VOWELS

From: <http://www.businessenglishmaterials.com/jack-daniels.html>

J_ck D_n__l's (JD) _s _ br_nd _f wh_sk_y th_t _s
 _m_ng th_ b_st-s_ll_ng _lc_h_l_c dr_nks _n th_
 w_rld. _t _s _ k_nd _f wh_sk_y kn_wn _s
 T_nn_ss__ wh_sk_y wh_ch h_s sp_c__l br_w_ng
 t_chn_q__s th_t m_k_ _t d_ff_r_nt fr_m _th_r
 wh_sk__s. JD _s f_m__s f_r _ts sq__r_ b_ttl_s
 _nd bl_ck l_b_l. _t _s _ls_ w_d_ly kn_wn s_mply
 _s 'J_ck'. _cc_rdn_g t_ th_ J_ck D_n__l's
 w_bs_t_, th_ wh_sk_y w_s f_rst m_d_ _n 1866 by
 J_sp_r N_wt_n "J_ck" D_n__l _n Lynchb_rg,
 T_nn_ss__. N__n_ kn_ws _f th_s _s tr__ _s th_s
 w__ld h_v_ m_d_ J_ck 16 y__rs _ld. Wh_t _s
 _st_bl_sh_d _s th_t th_ br_w_ry w_s f__nd_d _n
 1875. Th_ br_nd h_s b_c_m_ p_rt _f _m_r_c_n
 c_lt_r_ _nd h_s c__ntl_ss m_nt__ns _n m_v__s
 _nd s_ngs. Th_ c_m_p_ny _mpl_ys 365 p__pl_ _nd
 g_n_r_t_s _n _nn__l _nc_m_ _n _xc_ss _f \$120
 m_ll__n.





PUNCTUATE THE TEXT AND ADD CAPITALS

From: <http://www.businessenglishmaterials.com/jack-daniels.html>

jack daniel's (jd) is a brand of whiskey that is among the best-selling alcoholic drinks in the world it is a kind of whiskey known as tennessee whiskey which has special brewing techniques that make it different from other whiskies jd is famous for its square bottles and black label it is also widely known simply as 'jack' according to the jack daniel's website the whiskey was first made in 1866 by jasper newton "jack" daniel in lynchburg tennessee no one knows if this is true as this would have made jack 16 years old what is established is that the brewery was founded in 1875 the brand has become part of american culture and has countless mentions in movies and songs the company employs 365 people and generates an annual income in excess of \$120 million





CHOOSE THE CORRECT TENSE

From: <http://www.businessenglishmaterials.com/jack-daniels.html>

Jack Daniel's (JD) (be) a brand of whiskey that is among the best-selling alcoholic drinks in the world. It (be) a kind of whiskey known as Tennessee whiskey which (have) special brewing techniques that (make) it different from other whiskies. JD is famous for its square bottles and black label. It (be) also widely known simply as 'Jack'. According to the Jack Daniel's website, the whiskey (be) first (make) in 1866 by Jasper Newton "Jack" Daniel in Lynchburg, Tennessee. No one (know) if this is true as this would have (make) Jack 16 years old. What is (establish) is that the brewery was founded in 1875. The brand has (become) part of American culture and has countless mentions in movies and songs. The company (employ) 365 people and generates an annual income in excess of \$120 million.





CHOOSE THE CORRECT WORD

From: <http://www.businessenglishmaterials.com/jack-daniels.html>

Jack Daniel's (JD) is a _____ of whiskey that is among the best-selling alcoholic drinks in the world. It is a kind of whiskey _____ as Tennessee whiskey which has special brewing techniques that make it _____ from other whiskies. JD is _____ for its square bottles and black label. It is also _____ known simply as 'Jack'. According to the Jack Daniel's website, the whiskey was _____ made in 1866 by Jasper Newton "Jack" Daniel in Lynchburg, Tennessee. No one knows if this is _____ as this would have made Jack 16 years old. What is established is that the brewery was _____ in 1875. The brand has become part of American culture and has countless _____ in movies and songs. The company employs 365 people and generates an annual income in _____ of \$120 million.

famous
true
known
mentions
widely
brand
excess
different
founded
first





PROJECT JACK DANIEL'S

From: <http://www.businessenglishmaterials.com/jack-daniels.html>

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

Main products			
How to improve them			
A brand new 'killer' product			
How Jack Daniel's 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.





JACK DANIEL'S – ROLE PLAY 1

From: <http://www.businessenglishmaterials.com/jack-daniels.html>

Role A – Jack Daniel's 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 – Jack Daniel's 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 – Jack Daniel's customer

You are a customer of Jack Daniel's. 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 Jack Daniel's. 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.





JACK DANIEL'S – ROLE PLAY 2

From: <http://www.businessenglishmaterials.com/jack-daniels.html>

Role A – Jack Daniel's New Products Director

You have created a new product for Jack Daniel's. 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 Jack Daniel's.

Role B – Jack Daniel's 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 – Jack Daniel's 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 – Jack Daniel's Shareholder

You know a lot about Jack Daniel'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. _____





JACK DANIEL'S SURVEY

From: <http://www.businessenglishmaterials.com/jack-daniels.html>

Write five GOOD questions about Jack Daniel's 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 Jack Daniel's. Talk about what you discover with your partner(s) in the next lesson.
- 3. MAGAZINE ARTICLE:** Write a magazine article about Jack Daniel's. 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. JACK DANIEL'S POSTER** Make a poster about Jack Daniel's. 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 JACK DANIEL'S LESSON:** Make your own English lesson on Jack Daniel's. 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 Jack Daniel's. Share your findings with the class.

