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KENTUCKY FRIED CHICKEN

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



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THE LISTENING / READING SCRIPT

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

KFC Corporation, based in Louisville, Kentucky, is the world's most popular chicken restaurant chain. It specializes in freshly made chicken sandwiches made according to the special Colonel Sanders' recipe - a secret blend of 11 herbs and spices Colonel Harland Sanders originated more than a half-century ago. The KFC website says: "Every day, more than 12 million customers are served at KFC restaurants in 109 countries and territories around the world. KFC operates more than 5,200 restaurants in the United States and more than 15,000 units around the world." Apart from chicken, KFC serves more than 300 other products, including a salmon sandwich in Japan. KFC is part of Yum! Brands, Inc., the world's largest restaurant company. It has annual revenues in excess of \$11 billion.





WARM UPS

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

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

KFC Corporation, based in Louisville, Kentucky, is the world's most popular _____. It specializes in freshly made chicken sandwiches made _____ Colonel Sanders' recipe - a secret blend of 11 herbs and spices Colonel Harland Sanders _____ half-century ago. The KFC website says: "Every day, more than 12 million _____ KFC restaurants in 109 countries and territories around the world. KFC operates _____ in the United States and more than 15,000 _____." Apart from chicken, KFC _____ other products, including a salmon sandwich in Japan. KFC is part of Yum! Brands, Inc., the world's largest restaurant company. It has annual _____ \$11 billion.





CORRECT THE SPELLING

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UNJUMBLE THE WORDS

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INSERT THE VOWELS

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

KFC C_r_p_r_t__n, b_s_d _n L____sv_ll_, K_nt_cky,
 s th w_rld's m_st p_p_l_r ch_ck_n r_st__r_nt
 ch__n. _t sp_c__l_z_s _n fr_shly m_d_ ch_ck_n
 s_ndw_ch_s m_d_ _cc_rd_ng t_ th_ sp_c__l
 C_l_n_l S_nd_rs' r_cp_ - _s_cr_t bl_nd _f 11
 h_rbs _nd sp_c_s C_l_n_l H_rl_nd S_nd_rs
 _r_g_n_t_d m_r_ th_n _ h_lf-c_nt_ry _g_. Th_
 KFC w_bs_t_ s_ys: "_v_ry d_y, m_r_ th_n 12
 m_ll__n c_st_m_rs _r_s_rv_d _t KFC r_st__r_nts
 _n 109 c__ntr__s _nd t_rr_t_r__s _r__nd th_
 w_rld. KFC _p_r_t_s m_r_ th_n 5,200 r_st__r_nts
 n th _n_t_d St_t_s _nd m_r_ th_n 15,000 _n_ts
 _r__nd th_ w_rld." _p_rt fr_m ch_ck_n, KFC
 s_rv_s m_r_ th_n 300 _th_r pr_d_cts, _ncl_d_ng
 _s_lm_n s_ndw_ch _n J_p_n. KFC _s p_rt _f
 Y_m! Br_nds, _nc., th_ w_rld's l_rg_st r_st__r_nt
 c_mp_ny. _t h_s _nn__l r_v_n__s _n _xc_ss _f
 \$11 b_ll__n.





PUNCTUATE THE TEXT AND ADD CAPITALS

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

kfc corporation based in louisville kentucky is the world's most popular chicken restaurant chain it specializes in freshly made chicken sandwiches made according to the special colonel sanders' recipe - a secret blend of 11 herbs and spices colonel harland sanders originated more than a half-century ago the kfc website says "every day more than 12 million customers are served at kfc restaurants in 109 countries and territories around the world kfc operates more than 5200 restaurants in the united states and more than 15000 units around the world" apart from chicken kfc serves more than 300 other products including a salmon sandwich in japan kfc is part of yum brands inc the world's largest restaurant company it has annual revenues in excess of \$11 billion





CHOOSE THE CORRECT TENSE

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

KFC Corporation, (base) in Louisville, Kentucky, (be) the world's most popular chicken restaurant chain. It (specialize) in freshly made chicken sandwiches made according to the special Colonel Sanders' recipe - a secret blend of 11 herbs and spices Colonel Harland Sanders (originate) more than a half-century ago. The KFC website says: "Every day, more than 12 million customers are (serve) at KFC restaurants in 109 countries and territories around the world. KFC (operate) more than 5,200 restaurants in the United States and more than 15,000 units around the world." Apart from chicken, KFC (serve) more than 300 other products, including a salmon sandwich in Japan. KFC (be) part of Yum! Brands, Inc., the world's largest restaurant company. It (have) annual revenues in excess of \$11 billion.





REWRITE WITH SPACES

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

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CHOOSE THE CORRECT WORD

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

KFC Corporation, _____ in Louisville, Kentucky, is the world's most popular chicken restaurant chain. It specializes in _____ made chicken sandwiches made according to the special Colonel Sanders' recipe - a _____ blend of 11 herbs and spices Colonel Harland Sanders originated more than a half-_____ ago. The KFC website says: "Every day, more than 12 million customers are _____ at KFC restaurants in 109 countries and _____ around the world. KFC _____ more than 5,200 restaurants in the United States and more than 15,000 units around the world." Apart from chicken, KFC serves more than 300 other products, _____ a salmon sandwich in Japan. KFC is part of Yum! Brands, Inc., the world's largest restaurant company. It has _____ revenues in _____ of \$11 billion.

freshly
territories
including
century
based
excess
secret
annual
served
operates





PROJECT KENTUCKY FRIED CHICKEN

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

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

| | | | |
|---|--|--|--|
| Main products | | | |
| How to improve them | | | |
| A brand new 'killer' product | | | |
| How KFC 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.





KENTUCKY FRIED CHICKEN – ROLE PLAY 1

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

Role A – Kentucky Fried Chicken 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 – Kentucky Fried Chicken 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 – Kentucky Fried Chicken customer

You are a customer of Kentucky Fried Chicken. 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 Kentucky Fried Chicken. 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.





KENTUCKY FRIED CHICKEN – ROLE PLAY 2

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

Role A – Kentucky Fried Chicken New Products Director

You have created a new product for Kentucky Fried Chicken. 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 Kentucky Fried Chicken.

Role B – Kentucky Fried Chicken 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 – Kentucky Fried Chicken 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 – Kentucky Fried Chicken Shareholder

You know a lot about Kentucky Fried Chicken'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. _____





KENTUCKY FRIED CHICKEN SURVEY

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

Write five GOOD questions about Kentucky Fried Chicken 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 2 – LETTER OF COMPLAINT

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

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





WRITING 3 – LETTER OF APOLOGY

From: <http://www.businessenglishmaterials.com/kfc.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.





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

