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## **MOET ET CHANDON**

<http://www.BusinessEnglishMaterials.com/moet-et-chandon.html>



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## THE LISTENING / READING SCRIPT

From: <http://www.businessenglishmaterials.com/moet-et-chandon.html>

Moët et Chandon is a French winery famous for its champagnes. It is also co-owner of the luxury goods company Moët-Hennessy. It was founded in 1743 by wine trader Claude Moët, who began shipping his wine from the Champagne region to King Louis XV in Paris. In the late 18th Century, the winery teamed up with Benedictine monk Dom Perignon who had created the special double fermentation process for creating champagne. Today, the company produces around 26 million bottles of champagne a year. In 1970, Moët bought the fashion house Christian Dior – the first of its luxury brand acquisitions. A year later it merged with the cognac producer J&F Hennessy & Co. to create Moët-Hennessy. The group then merged with Louis Vuitton to form the LVMH Group, which contains over 60 prestigious brands.





## WARM UPS

From: <http://www.businessenglishmaterials.com/moet-et-chandon.html>

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

**2. MOET ET CHANDON MORNING:** Each student pretends to be an employee of Moet et Chandon. They walk around the class and talk about the company and their job.

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

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

**5. TRUE OR FALSE:** Students find out several facts about Moet et Chandon. 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 Moet et Chandon. 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/moet-et-chandon.html>

Moët et Chandon is \_\_\_\_\_ for its champagnes. It is also \_\_\_\_\_ goods company Moët-Hennessy. It was founded in 1743 by wine trader Claude Moët, who began shipping his wine \_\_\_\_\_ to King Louis XV in Paris. In the late 18th Century, the winery teamed up with Benedictine monk Dom Perignon who had created the special \_\_\_\_\_ double \_\_\_\_\_ fermentation \_\_\_\_\_ champagne. Today, the \_\_\_\_\_ 26 million bottles of champagne a year. In 1970, Moët bought the fashion house Christian Dior – the first of its luxury brand acquisitions. A year \_\_\_\_\_ cognac producer Jas Hennessy & Co. to create Moët-Hennessy. The \_\_\_\_\_ Louis Vuitton \_\_\_\_\_ to \_\_\_\_\_ form \_\_\_\_\_ the \_\_\_\_\_ LVMH \_\_\_\_\_ Group, \_\_\_\_\_ prestigious brands.





## CORRECT THE SPELLING

From: <http://www.businessenglishmaterials.com/moet-et-chandon.html>

Moët et Chandon is a French ywinre famous for its champagnes. It is also co-owner of the ruxlyu goods company Moët-Hennessy. It was founded in 1743 by wine trader Claude Moët, who began pihsginp his wine from the Champagne region to King Louis XV in Paris. In the late 18th Century, the winery tmeade up with Benedictine monk Dom Perignon who had created the pialces double fermentation process for creating champagne. Today, the company ucspdore around 26 million bottles of champagne a year. In 1970, Moët bought the anfosi house Christian Dior – the first of its luxury brand acquisitions. A year later it emrgde with the cognac producer Jas Hennessy & Co. to create Moët-Hennessy. The group then merged with Louis Vuitton to form the LVMH Group, which snatinoc over 60 ipustrigseo brands.





## UNJUMBLE THE WORDS

From: <http://www.businessenglishmaterials.com/moet-et-chandon.html>

Moët et Chandon a winery for is French famous its champagnes. luxury is - the It co of goods also owner company Moët-Hennessy. It was founded in 1743 by wine trader Claude Moët, who began shipping his wine region Champagne the from XV Louis King to in Paris. In the late 18th Century, the winery teamed up with Benedictine monk Dom Perignon who had created the process fermentation double special for creating champagne. company around Today the produces 26 , million bottles of champagne a year. In 1970, Moët bought Dior Christian house fashion the – the first of its luxury brand acquisitions. A year later it merged with the cognac producer Jas Hennessy & Co. to create Moët-Hennessy. with merged then group The to Vuitton Louis form the LVMH Group, 60 contains prestigious over which brands.





## INSERT THE VOWELS

From: <http://www.businessenglishmaterials.com/moet-et-chandon.html>

M\_ët \_t Ch\_nd\_n \_s \_ Fr\_nch w\_n\_ry f\_m\_\_s f\_r  
 \_ts ch\_mp\_gn\_s. \_t \_s \_ls\_ c\_-\_wn\_r \_f th\_  
 l\_x\_ry g\_\_ds c\_mp\_ny M\_ët-H\_nn\_ssy. \_t w\_s  
 f\_\_nd\_d \_n 1743 by w\_n\_ tr\_d\_r Cl\_\_d\_ M\_ët,  
 wh\_ b\_g\_n sh\_pp\_ng h\_s w\_n\_ fr\_m th\_  
 Ch\_mp\_gn\_r\_g\_\_n t\_ K\_ng L\_\_s XV \_n P\_r\_s.  
 \_n th\_ l\_t\_ 18th C\_nt\_ry, th\_ w\_n\_ry t\_\_m\_d \_p  
 w\_th B\_n\_d\_ct\_n\_ m\_nk D\_m P\_r\_gn\_n wh\_ h\_d  
 cr\_\_t\_d th\_ sp\_c\_\_l d\_\_bl\_ f\_rm\_nt\_t\_\_n pr\_c\_ss  
 f\_r cr\_\_t\_ng ch\_mp\_gn\_. T\_d\_y, th\_ c\_mp\_ny  
 pr\_d\_c\_s \_r\_\_nd 26 m\_ll\_\_n bttl\_s \_f  
 ch\_mp\_gn\_ \_ y\_\_r. \_n 1970, M\_\_t b\_\_ght th\_  
 f\_sh\_\_n h\_\_s Chr\_st\_\_n D\_\_r - th\_ f\_rst \_f\_ts  
 l\_x\_ry br\_nd \_cq\_\_s\_t\_\_ns. \_ y\_\_r l\_t\_r \_t  
 m\_rg\_d w\_th th\_ c\_gn\_c pr\_d\_c\_r J\_s H\_nn\_ssy &  
 C\_. t\_ cr\_\_t\_ M\_ët-H\_nn\_ssy. Th\_ gr\_\_p th\_n  
 m\_rg\_d w\_th L\_\_s V\_\_tt\_n t\_ f\_rm th\_ LVMH  
 Gr\_\_p, wh\_ch c\_nt\_\_ns \_v\_r 60 pr\_st\_g\_\_s  
 br\_nds.





## PUNCTUATE THE TEXT AND ADD CAPITALS

From: <http://www.businessenglishmaterials.com/moet-et-chandon.html>

moët et chandon is a french winery famous for its champagnes it is also co-owner of the luxury goods company moët-hennessy it was founded in 1743 by wine trader claud moët who began shipping his wine from the champagne region to king louis xv in paris in the late 18th century the winery teamed up with benedictine monk dom perignon who had created the special double fermentation process for creating champagne today the company produces around 26 million bottles of champagne a year in 1970 moët bought the fashion house christian dior – the first of its luxury brand acquisitions a year later it merged with the cognac producer jas hennessy & co to create moët-hennessy the group then merged with louis vuitton to form the lvmh group which contains over 60 prestigious brands







## CHOOSE THE CORRECT TENSE

From: <http://www.businessenglishmaterials.com/moet-et-chandon.html>

Moët et Chandon ..... (be) a French winery famous for its champagnes. It ..... (be) also co-owner of the luxury goods company Moët-Hennessy. It was ..... (found) in 1743 by wine trader Claude Moët, who ..... (begin) shipping his wine from the Champagne region to King Louis XV in Paris. In the late 18th Century, the winery ..... (team) up with Benedictine monk Dom Perignon who had ..... (create) the special double fermentation process for creating champagne. Today, the company ..... (produce) around 26 million bottles of champagne a year. In 1970, Moët ..... (buy) the fashion house Christian Dior – the first of its luxury brand acquisitions. A year later it ..... (merge) with the cognac producer Jas Hennessy & Co. to ..... (create) Moët-Hennessy. The group then merged with Louis Vuitton to ..... (form) the LVMH Group, which ..... (contain) over 60 prestigious brands.







## CHOOSE THE CORRECT WORD

From: <http://www.businessenglishmaterials.com/moet-et-chandon.html>

Moët et Chandon is a French \_\_\_\_\_ famous for its champagnes. It is also co-owner of the luxury \_\_\_\_\_ company Moët-Hennessy. It was founded in 1743 by wine trader Claude Moët, who began \_\_\_\_\_ his wine from the Champagne region to King Louis XV in Paris. In the late 18th Century, the winery \_\_\_\_\_ up with Benedictine monk Dom Perignon who had created the special \_\_\_\_\_ fermentation process for creating champagne. Today, the company produces around 26 million bottles of champagne a year. In 1970, Moët bought the fashion \_\_\_\_\_ Christian Dior – the first of its luxury brand \_\_\_\_\_. A year later it \_\_\_\_\_ with the cognac producer Jas Hennessy & Co. to create Moët-Hennessy. The group then merged with Louis Vuitton to \_\_\_\_\_ the LVMH Group, which contains over 60 \_\_\_\_\_ brands.

- teamed*
- acquisitions*
- merged*
- winery*
- prestigious*
- shipping*
- form*
- double*
- goods*
- house*





# PROJECT MOET ET CHANDON

From: <http://www.businessenglishmaterials.com/moet-et-chandon.html>

**Part 1.** Your mission is to increase the profits and sales of Moet et Chandon. 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 Moet et Chandon 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.





# MOET ET CHANDON – ROLE PLAY 1

From: <http://www.businessenglishmaterials.com/moet-et-chandon.html>

## **Role A – Moet et Chandon 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 – Moet et Chandon 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 – Moet et Chandon customer**

You are a customer of Moet et Chandon. 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 Moet et Chandon. 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.





## MOËT ET CHANDON – ROLE PLAY 2

From: <http://www.businessenglishmaterials.com/moet-et-chandon.html>

### **Role A – Moët et Chandon New Products Director**

You have created a new product for Moët et Chandon. 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 Moët et Chandon.

### **Role B – Moët et Chandon 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 – Moët et Chandon 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 – Moët et Chandon Shareholder**

You know a lot about Moët et Chandon'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. \_\_\_\_\_







# MOET ET CHANDON SURVEY

From: <http://www.businessenglishmaterials.com/moet-et-chandon.html>

Write five GOOD questions about Moet et Chandon 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 Moët et Chandon. Talk about what you discover with your partner(s) in the next lesson.
- 3. MAGAZINE ARTICLE:** Write a magazine article about Moët et Chandon. 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. MOËT ET CHANDON POSTER** Make a poster about Moët et Chandon. 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 MOËT ET CHANDON LESSON:** Make your own English lesson on Moët et Chandon. 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 Moët et Chandon. Share your findings with the class.

