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PEPSI

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

PepsiCo is one of the world's largest producers of soft drinks. Its most famous brand is Pepsi but its products also include Mountain Dew, Aquafina, 7up, Gatorade and Tropicana, among many other household names. Pepsi was first made in the 1890s by a pharmacist called Caleb Bradham. He wanted to create a tasty drink that boosted energy and helped with digestion. Since its creation, it has been involved in perhaps the world's greatest business rivalry, with Coca Cola, which unsuccessfully tried to buy Pepsi three times in the 1930s. The company has over 200,000 employees worldwide and generates \$50 billion of revenue a year. PepsiCo's website says: "Our mission is to be the world's premier consumer products company focused on convenient foods and beverages."





WARM UPS

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

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

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

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

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

5. TRUE OR FALSE: Students find out several facts about Pepsi. 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 Pepsi. 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/pepsi.html>

PepsiCo is one of the _____ of soft drinks. Its most famous brand is Pepsi but its products also include Mountain Dew, Aquafina, 7up, Gatorade and Tropicana, among _____ names. Pepsi was first made in the 1890s by a pharmacist called Caleb Bradham. He _____ drink that boosted energy and helped with digestion. Since its creation, it has _____ the world's _____, with Coca Cola, which unsuccessfully tried to buy Pepsi three times in the 1930s. The company has over 200,000 employees _____ \$50 billion of revenue a year. PepsiCo's _____ website _____ says: "_____ world's premier consumer products company _____ foods and beverages."





CORRECT THE SPELLING

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

PepsiCo is one of the world's largest rpsreudco of soft drinks. Its most famous brand is Pepsi but its products also include Mountain Dew, Aquafina, 7up, Gatorade and Tropicana, aonmg many other lehshouo names. Pepsi was first made in the 1890s by a pharmacist called Caleb Bradham. He wanted to create a tasty drink that btdoeso energy and helped with digestion. Since its nretaoci, it has been involved in perhaps the world's greatest business irvyrla, with Coca Cola, which unsuccessfully tried to buy Pepsi three times in the 1930s. The company has over 200,000 eyelospme worldwide and generates \$50 billion of eunvree a year. PepsiCo's website says: "Our mission is to be the world's prmrie consumer products company focused on convenient foods and bvrseeega."





UNJUMBLE THE WORDS

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

PepsiCo largest is of world's producers one the of soft drinks. but famous its brand products is Its Pepsi most also include Mountain Dew, Aquafina, 7up, Gatorade and Tropicana, household many names other among. Pepsi was first made in the 1890s by a pharmacist called Caleb Bradham. create boosted a He tasty wanted drink to that energy and helped with digestion. Since its creation, it perhaps world's been in the has involved greatest business rivalry, with Coca Cola, which unsuccessfully times to in buy the Pepsi 1930s three tried. The company has over 200,000 employees worldwide and generates \$50 billion of revenue a year. PepsiCo's website says: "the world's premier Our mission is to be consumer products convenient on focused company and foods beverages."





INSERT THE VOWELS

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

P_ ps_ C_ _s_ _n_ _f th_ w_ rld's l_ rg_ st pr_ d_ c_ rs
 f s ft dr_ nks. _ts m_ st f_ m_ _s br_ nd _s P_ ps_
 b_ t _ts pr_ d_ cts _ls_ _ncl_ d_ M_ _nt_ _n D_ w,
 q _f_ n_ , 7_ p, G_ t_ r_ d_ _nd Tr_ p_ c_ n_ , _m_ ng
 m_ ny _th_ r h_ _s_ h_ ld n_ m_ s. P_ ps_ w_ s f_ rst
 m_ d_ _n th_ 1890s by _ ph_ rm_ c_ st c_ ll_ d C_ l_ b
 Br_ bh_ m. H_ w_ nt_ d t_ cr_ _t_ _t_ sty dr_ nk th_ t
 b_ _st_ d_ _n_ rgy _nd h_ lp_ d_ w_ th d_ g_ st_ _n.
 S_ nc_ _ts cr_ _t_ _n, _t h_ s b_ _n _nv_ lv_ d_ _n
 p_ rh_ ps th_ w_ rld's gr_ _t_ st b_ s_ n_ ss r_ v_ lry,
 w_ th C_ c_ C_ l_ , wh_ ch _ns_ cc_ ssf_ lly tr_ _d t_
 b_ y P_ ps_ thr_ _t_ m_ s _n th_ 1930s. Th_
 c_ mp_ ny h_ s _v_ r 200,000 _mpl_ y_ _s w_ rldw_ d_
 nd g n_ r_ t_ s \$50 b_ ll_ _n _f r_ v_ n_ _ _ y_ _r.
 P_ ps_ C_ 's w_ bs_ t_ s_ ys: " _r m_ ss_ _n _s t_ b_
 th_ w_ rld's pr_ m_ _r c_ ns_ m_ r pr_ d_ cts c_ mp_ ny
 f_ c_ s_ d_ _n c_ nv_ n_ _nt f_ _ds _nd b_ v_ r_ g_ s."





PUNCTUATE THE TEXT AND ADD CAPITALS

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

pepsico is one of the world's largest producers of soft drinks its most famous brand is pepsi but its products also include mountain dew aquafina 7up gatorade and tropicana among many other household names pepsi was first made in the 1890s by a pharmacist called caleb Bradham he wanted to create a tasty drink that boosted energy and helped with digestion since its creation it has been involved in perhaps the world's greatest business rivalry with coca cola which unsuccessfully tried to buy pepsi three times in the 1930s the company has over 200000 employees worldwide and generates \$50 billion of revenue a year pepsico's website says "our mission is to be the world's premier consumer products company focused on convenient foods and beverages"





CHOOSE THE CORRECT TENSE

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

PepsiCo (be) one of the world's largest producers of soft drinks. Its most famous brand (be) Pepsi but its products also (include) Mountain Dew, Aquafina, 7up, Gatorade and Tropicana, among many other household names. Pepsi (be) first made in the 1890s by a pharmacist called Caleb Bradham. He (want) to create a tasty drink that (boost) energy and (help) with digestion. Since its creation, it has (be) involved in perhaps the world's greatest business rivalry, with Coca Cola, which unsuccessfully (try) to (buy) Pepsi three times in the 1930s. The company (have) over 200,000 employees worldwide and (generate) \$50 billion of revenue a year. PepsiCo's website (say): "Our mission (be) to be the world's premier consumer products company (focus) on convenient foods and beverages."





CHOOSE THE CORRECT WORD

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

PepsiCo is one of the world's _____ producers of soft drinks. Its most famous brand is Pepsi but its products also _____ Mountain Dew, Aquafina, 7up, Gatorade and Tropicana, _____ many other _____ names. Pepsi was first made in the 1890s by a pharmacist called Caleb Bradham. He wanted to create a tasty drink that _____ energy and helped with _____. Since its creation, it has been involved in perhaps the world's greatest business _____, with Coca Cola, which unsuccessfully tried to buy Pepsi three times in the 1930s. The company has over 200,000 employees worldwide and _____ \$50 billion of revenue a year. PepsiCo's website says: "Our _____ is to be the world's premier consumer products company _____ on convenient foods and beverages."

boosted
mission
digestion
largest
among
include
focused
household
generates
rivalry





PROJECT PEPSI

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

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

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





PEPSI – ROLE PLAY 1

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

Role A – Pepsi 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 – Pepsi 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 – Pepsi customer

You are a customer of Pepsi. 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 Pepsi. 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.





PEPSI – ROLE PLAY 2

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

Role A – Pepsi New Products Director

You have created a new product for Pepsi. 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 Pepsi.

Role B – Pepsi 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 – Pepsi 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 – Pepsi Shareholder

You know a lot about Pepsi'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. _____





PEPSI SURVEY

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

Write five GOOD questions about Pepsi 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.





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

