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BURGER KING

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THE LISTENING / READING SCRIPT

From: <http://www.businessenglishmaterials.com/burger-king.html>

Burger King is a global chain of hamburger and fast food restaurants. It was founded in 1955 by David Edgerton and James McLamore in Miami, Florida. It has since grown to 12,000 restaurants in over 70 countries and is now one of the world's biggest restaurant chains. Burger King also has a strong presence at U.S. Army and U.S. Air Force bases worldwide. The company's most famous product is the Whopper – a quarter pound hamburger introduced in 1957. The burger became famous enough for advertising execs to start the "Home of the Whopper" slogan. The company says it is strong on corporate responsibility. Its website says: "We are committed to diversity and inclusion, food safety and animal welfare, sensitivity towards the environment and a spectrum of civic and charitable initiatives."





WARM UPS

From: <http://www.businessenglishmaterials.com/burger-king.html>

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

2. BURGER KING MORNING: Each student pretends to be an employee of Burger King. They walk around the class and talk about the company and their job.

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

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

5. TRUE OR FALSE: Students find out several facts about Burger King. 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 Burger King. 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/burger-king.html>

Burger King _____ hamburger and fast food restaurants. It was founded in 1955 by David Edgerton and James McLamore in Miami, Florida. It _____ 12,000 restaurants in over 70 countries and is now one of the world's biggest restaurant chains. Burger King _____ presence at U.S. Army and _____ bases worldwide. The company's most famous product is the Whopper – a quarter pound hamburger introduced in 1957. The burger _____ for advertising _____ "Home of the Whopper" slogan. The company _____ corporate responsibility. Its website says: "We are committed to _____, food safety and animal welfare, sensitivity towards the environment and a _____ and charitable initiatives."





CORRECT THE SPELLING

From: <http://www.businessenglishmaterials.com/burger-king.html>

Burger King is a labolg chain of hamburger and fast food restaurants. It was ouddefn in 1955 by David Edgerton and James McLamore in Miami, Florida. It has since gnrwo to 12,000 restaurants in over 70 countries and is now one of the world's biggest restaurant chains. Burger King also has a strong esnrpece at U.S. Army and U.S. Air Force bases worldwide. The company's most famous rutcodp is the Whopper – a quarter pound hamburger introduced in 1957. The burger became famous enough for advertising sxcee to start the "Home of the Whopper" slogan. The company says it is strong on otpocrear responsibility. Its website says: "We are committed to reytviisd and inclusion, food safety and animal rlfewea, sensitivity towards the environment and a spectrum of civic and charitable settniiaiv."





UNJUMBLE THE WORDS

From: <http://www.businessenglishmaterials.com/burger-king.html>

Burger King is fast and hamburger of chain global a food restaurants. It was founded in 1955 by David Edgerton and James McLamore in Miami, Florida. It has since restaurants in over grown to 12,000 70 countries and is now biggest chains of world's restaurant one the. Burger King also presence at U S . Army and has a strong U.S. Air Force bases worldwide. The company's most famous product is the Whopper – a quarter pound hamburger introduced in 1957. burger enough became The famous for advertising execs to start the "Home of the Whopper" slogan. says company The corporate on strong is it responsibility. Its We website are says committed : to " diversity and inclusion, food safety and animal welfare, sensitivity environment a of the and spectrum towards civic and charitable initiatives."





INSERT THE VOWELS

From: <http://www.businessenglishmaterials.com/burger-king.html>

B_rg_r K_ng _s _ gl_b_l ch__n _f h_mb_rg_r _nd
 f_st f__d r_st__r_nts. _t w_s f__nd_d _n 1955 by
 D_v_d _dg_rt_n _nd J_m_s McL_m_r__ _n M__m_,
 Fl_r_d_. _t h_s s_nc_ gr_wn t_ 12,000
 r_st__r_nts _n _v_r 70 c__ntr__s _nd _s n_w
 _n _f th_ w_rld's b_gg_st r_st__r_nt ch__ns.
 B_rg_r K_ng _ls_ h_s _ str_ng pr_s_nc_ _t _S.
 _rmy _nd _S. __r F_rc_ b_s_s w_rldw_d_. Th_
 c_mp_ny's m_st f_m__s pr_d_ct _s th_ Wh_pp_r
 - _ q__rt_r p__nd h_mb_rg_r _ntr_d_c_d _n
 1957. Th_ b_rg_r b_c_m_ f_m__s _n__gh f_r
 _dv_rt_s_ng _x_cs t_ st_rt th_ "H_m_ _f th_
 Wh_pp_r" sl_g_n. Th_ c_mp_ny s_ys _t _s str_ng
 _n c_rp_r_t_ r_sp_ns_b_l_ty. _ts w_bs_t_ s_ys:
 "W__r c_mm_tt_d t_ d_v_rs_ty _nd _ncl_s__n,
 f__d s_f_ty _nd _n_m_l w_lf_r_, s_ns_t_v_ty
 t_w_rds th_ _nv_r_nm_nt _nd _ sp_ctr_m _f
 c_v_c _nd ch_r_t_bl_ _n_t__t_v_s."





PUNCTUATE THE TEXT AND ADD CAPITALS

From: <http://www.businessenglishmaterials.com/burger-king.html>

burger king is a global chain of hamburger and fast food restaurants it was founded in 1955 by david edgerton and james mclamore in miami florida it has since grown to 12000 restaurants in over 70 countries and is now one of the world's biggest restaurant chains burger king also has a strong presence at us army and us air force bases worldwide the company's most famous product is the whopper – a quarter pound hamburger introduced in 1957 the burger became famous enough for advertising execs to start the "home of the whopper" slogan the company says it is strong on corporate responsibility its website says "we are committed to diversity and inclusion food safety and animal welfare sensitivity towards the environment and a spectrum of civic and charitable initiatives"





CHOOSE THE CORRECT TENSE

From: <http://www.businessenglishmaterials.com/burger-king.html>

Burger King (be) a global chain of hamburger and fast food restaurants. It was (found) in 1955 by David Edgerton and James McLamore in Miami, Florida. It has since (grow) to 12,000 restaurants in over 70 countries and is now one of the world's biggest restaurant chains. Burger King also (have) a strong presence at U.S. Army and U.S. Air Force bases worldwide. The company's most famous product (be) the Whopper – a quarter pound hamburger introduced in 1957. The burger (become) famous enough for advertising execs to start the "Home of the Whopper" slogan. The company (say) it is strong on corporate responsibility. Its website says: "We are (commit) to diversity and inclusion, food safety and animal welfare, sensitivity towards the environment and a spectrum of civic and charitable initiatives."





CHOOSE THE CORRECT WORD

From: <http://www.businessenglishmaterials.com/burger-king.html>

Burger King is a global _____ of hamburger and fast food restaurants. It was founded in 1955 by David Edgerton and James McLamore in Miami, Florida. It has since _____ to 12,000 restaurants in over 70 countries and is now one of the world's biggest restaurant _____. Burger King also has a strong _____ at U.S. Army and U.S. Air Force bases worldwide. The company's most famous _____ is the Whopper – a quarter pound hamburger introduced in 1957. The burger became famous enough for advertising _____ to start the "Home of the Whopper" _____. The company says it is strong on corporate responsibility. Its website says: "We are committed to _____ and inclusion, food safety and animal welfare, sensitivity _____ the environment and a spectrum of civic and _____ initiatives."

diversity
presence
execs
grown
towards
charitable
chain
slogan
chains
product





PROJECT BURGER KING

From: <http://www.businessenglishmaterials.com/burger-king.html>

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

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





BURGER KING – ROLE PLAY 1

From: <http://www.businessenglishmaterials.com/burger-king.html>

Role A – Burger King 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 – Burger King 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 – Burger King customer

You are a customer of Burger King. 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 Burger King. 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.





BURGER KING – ROLE PLAY 2

From: <http://www.businessenglishmaterials.com/burger-king.html>

Role A – Burger King New Products Director

You have created a new product for Burger King. 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 Burger King.

Role B – Burger King 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 – Burger King 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 – Burger King Shareholder

You know a lot about Burger King'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. _____





BURGER KING SURVEY

From: <http://www.businessenglishmaterials.com/burger-king.html>

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

