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HEINZ

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



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THE LISTENING / READING SCRIPT

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

The H. J. Heinz Company, commonly known as Heinz, is an American-based food company. Its website says: "Throughout the world, Heinz is synonymous with ketchup. We sell 650 million bottles of Heinz ketchup every year and approximately two single-serve packets of ketchup for every man, woman and child on the planet."

The company is also known for its baked beans and soups and the "57 Varieties" slogan. The company was founded in Pittsburgh in 1869 by Henry John Heinz. His business ideals are still important to the company today. Its website states: "Heinz conducts business in an ethical manner, guided by the enduring principles of our founder and an unwavering commitment to integrity." Everyone knows the slogans, "Beanz Meanz Heinz" and "If It Isn't Heinz, It Isn't Ketchup."





WARM UPS

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

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

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

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

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

5. TRUE OR FALSE: Students find out several facts about Heinz. 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 Heinz. 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/heinz.html>

The H. J. Heinz Company, _____ Heinz, is an American-based food company. Its website says: "Throughout the world, Heinz _____ ketchup. We sell 650 million bottles of Heinz ketchup every year and approximately _____ packets of ketchup for every man, woman and child on the planet." The company _____ baked beans and soups and the "57 Varieties" slogan. The company _____ Pittsburgh in 1869 by Henry John Heinz. His _____ still important to the company today. Its website states: "Heinz conducts business in _____, guided by the enduring principles of our founder and an _____ to integrity." Everyone knows the slogans, "Beanz Meanz Heinz" and "If It Isn't Heinz, It Isn't Ketchup."





CORRECT THE SPELLING

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

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UNJUMBLE THE WORDS

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

The H. J. Heinz Company, commonly known as Heinz, is a food company based in the United States. Its website says:

"Throughout the world, Heinz is synonymous with ketchup. We sell approximately 650 million bottles of ketchup every year and two million single-serve packets of ketchup for every man, woman and child on the planet."

The company is also known for baked beans and soups and the "57 Varieties" slogan. The company was founded in Pittsburgh in 1869 by John Heinz. His business ideals are still important today.

Its website states: "Heinz conducts business in an ethical manner, guided by the principles of our founder and integrity to commitment unwavering." Everyone knows the slogans, "Beanz Meanz Heinz" and "If It Isn't Heinz, It Isn't Ketchup."





INSERT THE VOWELS

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

Th_ H. J. H__nz C_mp_ny, c_mm_nly kn_wn __s
 H__nz, __s __n __m__r__c__n-b__s__d f__d c_mp_ny. __ts
 w_bs_t __s__ys: "Thr__gh__t th__ w_rld, H__nz __s
 syn_nym__s w_th k_tch_p. W__s__ll 650 m_ll__n
 b__ttl_s __f H__nz k_tch_p __v__ry y__r __nd
 __ppr_x_m_t_ly tw__s __ngl__s__rv__p__ck__ts __f
 k_tch_p f_r __v__ry m_n, w_m_n __nd ch_ld __n th__
 pl_n_t." Th__c__mp_ny __s __ls__kn_wn f_r __ts
 b_k_d b__ns __nd s__ps __nd th__ "57 V_r__t__s"
 sl_g_n. Th__c__mp_ny w_s f__nd_d __n P__ttsb_rgh
 __n 1869 by H_nry J_hn H__nz. H_s b_s_n_ss
 __d__ls __r__st__ll __mp__rt__nt t__th__c__mp_ny t_d_y.
 __ts w_bs_t __st__t__s: "H__nz c_nd_cts b_s_n_ss __n
 __n __th__c__l m_nn_r, g__d_d by th__ __nd_r_ng
 pr_nc_pl_s __f __r f__nd_r __nd __n __nw_v_r_ng
 c_mm_tm_nt t__ __nt_gr_ty." __v__ry_n__kn_ws th__
 sl_g_ns, "B__nz M__nz H__nz" __nd "__f__t__sn't
 H__nz, __t__sn't K_tch_p."





PUNCTUATE THE TEXT AND ADD CAPITALS

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

the h j heinz company commonly known as heinz is an american-based food company its website says "throughout the world heinz is synonymous with ketchup we sell 650 million bottles of heinz ketchup every year and approximately two single-serve packets of ketchup for every man woman and child on the planet" the company is also known for its baked beans and soups and the "57 varieties" slogan the company was founded in pittsburgh in 1869 by henry john heinz his business ideals are still important to the company today its website states "heinz conducts business in an ethical manner guided by the enduring principles of our founder and an unwavering commitment to integrity" everyone knows the slogans "beanz meanz heinz" and "if it isn't heinz it isn't ketchup"





CHOOSE THE CORRECT TENSE

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

The H. J. Heinz Company, commonly (know) as Heinz, (be) an American-based food company. Its website (say): "Throughout the world, Heinz is synonymous with ketchup. We (sell) 650 million bottles of Heinz ketchup every year and approximately two single-serve packets of ketchup for every man, woman and child on the planet." The company (be) also known for its baked beans and soups and the "57 Varieties" slogan. The company was (found) in Pittsburgh in 1869 by Henry John Heinz. His business ideals (be) still important to the company today. Its website states: "Heinz (conduct) business in an ethical manner, (guide) by the enduring principles of our founder and an unwavering commitment to integrity." Everyone (know) the slogans, "Beanz Meanz Heinz" and "If It Isn't Heinz, It Isn't Ketchup."





CHOOSE THE CORRECT WORD

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

The H. J. Heinz Company, _____ known as Heinz, is an American-_____ food company. Its website says: "Throughout the world, Heinz is synonymous with ketchup. We sell 650 million bottles of Heinz ketchup every year and approximately two _____-serve packets of ketchup for every man, woman and child on the _____." The company is also known for its baked beans and soups and the "57 Varieties" _____. The company was founded in Pittsburgh in 1869 by Henry John Heinz. His business _____ are still important to the company today. Its website states: "Heinz _____ business in an _____ manner, guided by the enduring principles of our _____ and an unwavering commitment to _____." Everyone knows the slogans, "Beanz Meanz Heinz" and "If It Isn't Heinz, It Isn't Ketchup."

single
ideals
commonly
founder
slogan
ethical
based
integrity
planet
conducts





PROJECT HEINZ

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

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

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





HEINZ – ROLE PLAY 1

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

Role A – Heinz 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 – Heinz 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 – Heinz customer

You are a customer of Heinz. 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 Heinz. 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.





HEINZ – ROLE PLAY 2

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

Role A – Heinz New Products Director

You have created a new product for Heinz. 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 Heinz.

Role B – Heinz 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 – Heinz 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 – Heinz Shareholder

You know a lot about Heinz'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. _____





HEINZ SURVEY

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

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

