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## **KELLOGG'S**

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



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## THE LISTENING / READING SCRIPT

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

Kellogg Company (also known as Kellogg or Kellogg's) is the world's top producer of breakfast cereals and cereal products and a leading producer of convenience foods. Kellogg's was founded as the Battle Creek Toasted Corn Flake Company in 1906 by Will Keith Kellogg. He produced Kellogg's Toasted Corn Flakes which became a runaway commercial success. He renamed his business the Kellogg Company in 1922. Kellogg's is proud of its corporate responsibility. The first box of Kellogg's Corn Flakes was packaged in 100 percent recycled paperboard. Kellogg was also one of the first companies to print nutrition messages, recipes and product information on its packages. Kellogg products are sold in more than 180 countries. They include brands such as Nutri-Grain, Rice Krispies, Special K and All-Bran. The company has 30,000 employees worldwide.





## WARM UPS

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

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

**2. KELLOGG'S MORNING:** Each student pretends to be an employee of Kellogg's. They walk around the class and talk about the company and their job.

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

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

**5. TRUE OR FALSE:** Students find out several facts about Kellogg's. 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 Kellogg's. 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/kelloggs.html>

Kellogg Company (also known as Kellogg or Kellogg's) is \_\_\_\_\_ breakfast cereals and cereal products and a leading \_\_\_\_\_ foods. Kellogg's was founded as the Battle Creek Toasted Corn Flake Company in 1906 by Will Keith Kellogg. He produced Kellogg's Toasted Corn Flakes which became a \_\_\_\_\_. He renamed his business the Kellogg Company in 1922. Kellogg's is proud of \_\_\_\_\_. The first box of Kellogg's Corn Flakes was packaged in 100 percent recycled paperboard. Kellogg \_\_\_\_\_ companies \_\_\_\_\_ messages, recipes and product information on its packages. Kellogg products \_\_\_\_\_ 180 countries. They \_\_\_\_\_ Nutri-Grain, Rice Krispies, Special K and All-Bran. The company has 30,000 employees worldwide.





## CORRECT THE SPELLING

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

Kellogg Company (also known as Kellogg or Kellogg's) is the world's top rrdeoupc of breakfast cereals and cereal products and a ildeagn producer of convenience foods. Kellogg's was founded as the Battle Creek Toasted Corn Flake Company in 1906 by Will Keith Kellogg. He produced Kellogg's Toasted Corn Flakes which became a yanwua commercial success. He edamren his business the Kellogg Company in 1922. Kellogg's is upodr of its corporate responsibility. The first box of Kellogg's Corn Flakes was gakcepad in 100 percent dcrceeyl paperboard. Kellogg was also one of the first companies to print tntniuoir messages, recipes and product information on its packages. Kellogg products are sold in more than 180 countries. They lcdnuie brands such as Nutri-Grain, Rice Krispies, Special K and All-Bran. The company has 30,000 employees iowdweldr.





## UNJUMBLE THE WORDS

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

Kellogg Company (also known as Kellogg or Kellogg's) is of producer top world's the breakfast cereals and cereal products a and convenience of producer leading foods. the as founded was Kellogg's Battle Creek Toasted Corn Flake Company in 1906 by Will Keith Kellogg. He produced Kellogg's Toasted Corn Flakes which became a renamed He . success commercial runaway his business the Kellogg Company in 1922. Kellogg's is proud of its corporate responsibility. The first box of Kellogg's Corn Flakes in packaged was recycled percent 100 paperboard. Kellogg was one the companies also of first to print nutrition messages, recipes and product information on its packages. are products Kellogg 180 than more in sold countries. as such brands include They Grain - Nutri, Rice Krispies, Special K and All-Bran. The company has 30,000 employees worldwide.





## INSERT THE VOWELS

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

K\_\_ll\_\_gg C\_\_mp\_\_ny ( \_\_ls\_\_ kn\_\_wn \_\_s K\_\_ll\_\_gg \_\_r  
K\_\_ll\_\_gg's) \_\_s th\_\_ w\_\_rld's t\_\_p pr\_\_d\_\_c\_\_r \_\_f  
br\_\_kf\_\_st c\_\_r\_\_ls \_\_nd c\_\_r\_\_l pr\_\_d\_\_cts \_\_nd \_\_  
l\_\_d\_\_ng pr\_\_d\_\_c\_\_r \_\_f c\_\_nv\_\_n\_\_nc\_\_ f\_\_ds.  
K\_\_ll\_\_gg's w\_\_s f\_\_nd\_\_d \_\_s th\_\_ B\_\_ttl\_\_ Cr\_\_k  
T\_\_st\_\_d C\_\_rn Fl\_\_k\_\_ C\_\_mp\_\_ny \_\_n 1906 by W\_\_ll  
K\_\_th K\_\_ll\_\_gg. H\_\_ pr\_\_d\_\_c\_\_d K\_\_ll\_\_gg's T\_\_st\_\_d  
C\_\_rn Fl\_\_k\_\_s wh\_\_ch b\_\_c\_\_m\_\_ \_\_ r\_\_n\_\_w\_\_y  
c\_\_mm\_\_rc\_\_l s\_\_cc\_\_ss. H\_\_ r\_\_n\_\_m\_\_d h\_\_s b\_\_s\_\_n\_\_ss  
th\_\_ K\_\_ll\_\_gg C\_\_mp\_\_ny \_\_n 1922. K\_\_ll\_\_gg's \_\_s pr\_\_d\_\_  
\_\_f \_\_ts c\_\_rp\_\_r\_\_t r\_\_sp\_\_ns\_\_b\_\_l\_\_ty. Th\_\_ f\_\_rst b\_\_x \_\_f  
K\_\_ll\_\_gg's C\_\_rn Fl\_\_k\_\_s w\_\_s p\_\_ck\_\_g\_\_d \_\_n 100  
p\_\_rc\_\_nt r\_\_cycl\_\_d p\_\_p\_\_rb\_\_rd. K\_\_ll\_\_gg w\_\_s \_\_ls\_\_  
\_\_n \_\_f th\_\_ f\_\_rst c\_\_mp\_\_n\_\_s t\_\_ pr\_\_nt n\_\_tr\_\_t\_\_n  
m\_\_ss\_\_g\_\_s, r\_\_c\_\_p\_\_s \_\_nd pr\_\_d\_\_ct \_\_nf\_\_rm\_\_t\_\_n \_\_n  
\_\_ts p\_\_ck\_\_g\_\_s. K\_\_ll\_\_gg pr\_\_d\_\_cts \_\_r\_\_s\_\_ld \_\_n m\_\_r\_\_  
th\_\_n 180 c\_\_ntr\_\_s. Th\_\_y \_\_ncl\_\_d br\_\_nds s\_\_ch \_\_s  
N\_\_tr\_\_-Gr\_\_n, R\_\_c\_\_ Kr\_\_sp\_\_s, Sp\_\_c\_\_l K\_\_nd \_\_ll\_\_  
Br\_\_n. Th\_\_ c\_\_mp\_\_ny h\_\_s 30,000 \_\_mpl\_\_y\_\_s  
w\_\_rldw\_\_d\_\_.





## PUNCTUATE THE TEXT AND ADD CAPITALS

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

kellogg company (also known as kellogg or kellogg's) is the world's top producer of breakfast cereals and cereal products and a leading producer of convenience foods kellogg's was founded as the battle creek toasted corn flake company in 1906 by will keith kellogg he produced kellogg's toasted corn flakes which became a runaway commercial success he renamed his business the kellogg company in 1922 kellogg's is proud of its corporate responsibility the first box of kellogg's corn flakes was packaged in 100 percent recycled paperboard kellogg was also one of the first companies to print nutrition messages recipes and product information on its packages kellogg products are sold in more than 180 countries they include brands such as nutri-grain rice krispies special k and all-bran the company has 30000 employees worldwide





## CHOOSE THE CORRECT TENSE

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

Kellogg Company (also ..... (know) as Kellogg or Kellogg's) ..... (be) the world's top producer of breakfast cereals and cereal products and a leading producer of convenience foods. Kellogg's was ..... (found) as the Battle Creek Toasted Corn Flake Company in 1906 by Will Keith Kellogg. He ..... (produce) Kellogg's Toasted Corn Flakes which became a runaway commercial success. He ..... (rename) his business the Kellogg Company in 1922. Kellogg's ..... (be) proud of its corporate responsibility. The first box of Kellogg's Corn Flakes was ..... (package) in 100 percent recycled paperboard. Kellogg ..... (be) also one of the first companies to print nutrition messages, recipes and product information on its packages. Kellogg products are ..... (sell) in more than 180 countries. They include brands such as Nutri-Grain, Rice Krispies, Special K and All-Bran. The company ..... (have) 30,000 employees worldwide.







## CHOOSE THE CORRECT WORD

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

Kellogg Company (also known as Kellogg or Kellogg's) is the world's \_\_\_\_\_ producer of breakfast cereals and cereal products and a \_\_\_\_\_ producer of convenience foods. Kellogg's was founded as the Battle Creek Toasted Corn Flake Company in 1906 by Will Keith Kellogg. He produced Kellogg's Toasted Corn Flakes which became a \_\_\_\_\_ commercial success. He \_\_\_\_\_ his business the Kellogg Company in 1922. Kellogg's is \_\_\_\_\_ of its corporate responsibility. The first box of Kellogg's Corn Flakes was \_\_\_\_\_ in 100 percent recycled paperboard. Kellogg was also one of the first companies to print \_\_\_\_\_ messages, recipes and product information on its \_\_\_\_\_. Kellogg products are sold in more than 180 countries. They \_\_\_\_\_ brands such as Nutri-Grain, Rice Krispies, Special K and All-Bran. The company has 30,000 employees \_\_\_\_\_.

*runaway*  
*packaged*  
*packages*  
*worldwide*  
*renamed*  
*leading*  
*include*  
*top*  
*nutrition*  
*proud*





# PROJECT KELLOGG'S

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

**Part 1.** Your mission is to increase the profits and sales of Kellogg's. 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 Kellogg's 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.





# KELLOGG'S – ROLE PLAY 1

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

## **Role A – Kellogg's 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 – Kellogg's 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 – Kellogg's customer**

You are a customer of Kellogg's. 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 Kellogg's. 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.





## KELLOGG'S – ROLE PLAY 2

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

### **Role A – Kellogg's New Products Director**

You have created a new product for Kellogg's. 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 Kellogg's.

### **Role B – Kellogg's 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 – Kellogg's 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 – Kellogg's Shareholder**

You know a lot about Kellogg'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. \_\_\_\_\_





# KELLOGG'S SURVEY

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

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

