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KRAFT

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



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THE LISTENING / READING SCRIPT

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

Kraft Foods, Inc. is the world's second largest confectionery, food, and drinks company (after Nestlé). It has dozens of household-name brands which it markets in more than 155 countries. It was founded by James L. Kraft in 1903. He started a door-to-door cheese business. Kraft had a very shaky start but by 1914 he was selling thirty-one varieties of cheese across the U.S.A. and had opened his own cheese factory. In 1915, the company invented processed cheese that did not need refrigeration. The U.S. Army bought millions of kilograms for soldiers' rations during World War I. Today the company owns brands such as Cadbury, Philadelphia cheese, Vegemite, and Nabisco. Twelve of these brands each generate over \$1 billion. Around 30% of revenues come from confectionary and 14% from cheese.





WARM UPS

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

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

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

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

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

5. TRUE OR FALSE: Students find out several facts about Kraft. 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 Kraft. 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/kraft.html>

Kraft Foods, Inc. is _____
confectionery, food, and drinks company (after Nestlé). It
has _____ brands which it markets
in more than 155 countries. It was founded by James L.
Kraft in 1903. He started _____
business. Kraft _____ but by 1914
he was selling thirty-one varieties of cheese across the
U.S.A. and had opened his own cheese factory. In 1915,
the company _____ that did not
need refrigeration. The U.S. Army bought millions of
kilograms _____ World War I.
Today the _____ as Cadbury,
Philadelphia cheese, Vegemite, and Nabisco. Twelve of
these brands each generate over \$1 billion. Around 30%
_____ confectionary and 14%
from cheese.





CORRECT THE SPELLING

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

Kraft Foods, Inc. is the world's second seralgt confectionery, food, and drinks company (after Nestlé). It has sodnze of household-name brands which it markets in more than 155 countries. It was eddfuon by James L. Kraft in 1903. He started a door-to-door cheese business. Kraft had a very hasky start but by 1914 he was selling thirty-one rvestiaie of cheese across the U.S.A. and had opened his own cheese rfoayct. In 1915, the company invented processed cheese that did not need refrigeration. The U.S. Army bought osmillin of kilograms for soldiers' sonriat during World War I. Today the company owns brands such as Cadbury, Philadelphia cheese, Vegemite, and Nabisco. Twelve of these brands each tneeerga over \$1 billion. Around 30% or uneervse come from confectionary and 14% from cheese.





UNJUMBLE THE WORDS

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

Kraft Foods, Inc. is the world's second largest confectionery, food, and drinks company (after Nestlé). It brands name - household of dozens has which it markets in more than 155 countries. It was founded by James L. Kraft in 1903. a door door cheese - He to started - business. Kraft start shaky very a had 1914 by but he was selling thirty-one S U the across cheese of varieties and . A had opened his own cheese factory. In 1915, the company not did that cheese processed invented need refrigeration. The U.S. Army bought millions of kilograms rations World I soldiers' during War for. Today the Cadbury company owns brands such as, Philadelphia cheese, Vegemite, and Nabisco. Twelve of these brands each generate over \$1 billion. Around 30% or revenues come confectionary 14 from from and % cheese.





INSERT THE VOWELS

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

Kr_ft F__ds, __nc. __s th__ w_rld's s_c_nd l_rg_st
c_nf_ct__n_ry, f__d, __nd dr_nks c_mp_ny (_ft_r
N_stlé). __t h_s d_z_ns __f h__s_h_ld-n_m__br_nds
wh_ch __t m_rk_ts __n m_r__th_n 155 c__ntr__s.
__t w_s f__nd_d by J_m_s L. Kr_ft __n 1903. H__
st_rt_d __d__r-t__-d__r ch__s__b_s_n_ss. Kr_ft
h_d __v_ry sh_ky st_rt b_t by 1914 h__w_s
s_ll_ng th_rty__n__v_r__t__s __f ch__s__cr_ss
th___.S___. __nd h_d __p_n_d h_s __wn ch__s__
f_ct_ry. __n 1915, th__c_mp_ny __nv_nt_d
pr_c_ss_d ch__s__th_t d_d n_t n__d
r_fr_g_r_t__n. Th___.S__rmy b__ght m_ll__ns __f
k_l_gr_ms f_r s_ld__rs' r_t__ns d_r_ng W_rld
W_r__. T_d_y th__c_mp_ny __wns br_nds s_ch__s
C_db_ry, Ph_l_d_lph__ch__s__, V_g_m_t__, __nd
N_b_sc__. Tw_lv__f th_s__br_nds __ch_g_n_r_t__
__v_r \$1 b_ll__n. __r__nd 30% __r_r_v_n__s c_m__
fr_m c_nf_ct__n_ry __nd 14% fr_m ch__s__.





PUNCTUATE THE TEXT AND ADD CAPITALS

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

kraft foods inc is the world's second largest confectionery food and drinks company (after nestlé) it has dozens of household-name brands which it markets in more than 155 countries it was founded by james I kraft in 1903 he started a door-to-door cheese business kraft had a very shaky start but by 1914 he was selling thirty-one varieties of cheese across the usa and had opened his own cheese factory in 1915 the company invented processed cheese that did not need refrigeration the us army bought millions of kilograms for soldiers' rations during world war i today the company owns brands such as cadbury philadelphia cheese vegemite and nabisco twelve of these brands each generate over \$1 billion around 30% of revenues come from confectionary and 14% from cheese





CHOOSE THE CORRECT TENSE

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

Kraft Foods, Inc. (be) the world's second largest confectionery, food, and drinks company (after Nestlé). It (have) dozens of household-name brands which it (market) in more than 155 countries. It was founded by James L. Kraft in 1903. He (start) a door-to-door cheese business. Kraft (have) a very shaky start but by 1914 he (be) selling thirty-one varieties of cheese across the U.S.A. and had (open) his own cheese factory. In 1915, the company (invent) processed cheese that did not need refrigeration. The U.S. Army (buy) millions of kilograms for soldiers' rations during World War I. Today the company (own) brands such as Cadbury, Philadelphia cheese, Vegemite, and Nabisco. Twelve of these brands each (generate) over \$1 billion. Around 30% of revenues (come) from confectionary and 14% from cheese.





CHOOSE THE CORRECT WORD

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

Kraft Foods, Inc. is the world's second _____ confectionery, food, and drinks company (after Nestlé). It has dozens of _____-name brands which it markets in more than 155 countries. It was _____ by James L. Kraft in 1903. He started a door-to-door cheese business. Kraft had a very _____ start but by 1914 he was selling thirty-one _____ of cheese across the U.S.A. and had opened his own cheese _____. In 1915, the company invented processed cheese that did not need refrigeration. The U.S. Army bought millions of kilograms for soldiers' _____ during World War I. Today the company owns brands _____ as Cadbury, Philadelphia cheese, Vegemite, and Nabisco. Twelve of these brands each _____ over \$1 billion. Around 30% or _____ come from confectionary and 14% from cheese.

varieties
rations
largest
founded
revenues
such
factory
generate
household
shaky





PROJECT KRAFT

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

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

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





KRAFT – ROLE PLAY 1

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

Role A – Kraft 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 – Kraft 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 – Kraft customer

You are a customer of Kraft. 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 Kraft. 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.





KRAFT – ROLE PLAY 2

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

Role A – Kraft New Products Director

You have created a new product for Kraft. 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 Kraft.

Role B – Kraft 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 – Kraft 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 – Kraft Shareholder

You know a lot about Kraft'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. _____





KRAFT SURVEY

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

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

