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## **JACK DANIEL'S**

#### http://www.BusinessEnglishMaterials.com/jack-daniels.html



#### CONTENTS

- 2. Listening/Reading script
- 3. Warm-ups
- 4. Gap fill
- 5. Correct the spelling
- 6. Unjumble the words
- 7. Insert the vowels
- 8. Punctuate the text
- 9. Choose the correct tense
- **10.** Rewrite with spaces
- **11.** Choose the correct word

- 12. Project
- 13. Role play 1
- 14. Role play 2
- 15. Job interview role play
- 16. Discussion
- 17. Survey
- 18. Speed writing
- 19. Letter of complaint
- 20. Letter of apology
- 21. Homework

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## **THE LISTENING / READING SCRIPT**

From: http://www.businessenglishmaterials.com/jack-daniels.html

Jack Daniel's (JD) is a brand of whiskey that is among the best-selling alcoholic drinks in the world. It is a kind of whiskey known as Tennessee whiskey which has special brewing techniques that make it different from other whiskies. JD is famous for its square bottles and black label. It is also widely known simply as 'Jack'. According to the Jack Daniel's website, the whiskey was first made in 1866 by Jasper Newton "Jack" Daniel in Lynchburg, Tennessee. No one knows if this is true as this would have made Jack 16 years old. What is established is that the brewery was founded in 1875. The brand has become part of American culture and has countless mentions in movies and songs. The company employs 365 people and generates an annual income in excess of \$120 million.



From: http://www.businessenglishmaterials.com/jack-daniels.html

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

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

**3. RUMOURS:** Each student writes down a pretend rumour about Jack Daniel'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 Jack Daniel's and write them on the board. Students talk about these in pairs.

**5. TRUE OR FALSE:** Students find out several facts about Jack Daniel'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 Jack Daniel'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.

## **T** LISTENING / READING GAP FILL

From: http://www.businessenglishmaterials.com/jack-daniels.html

Jack Daniel's (JD)		whiskey	that is
	alcoholic drin	ks in the wo	rld. It is
a kind of whiskey know	n as Tennesse	e whiskey wl	hich has
special brewing techniq	ues		from
other whiskies. JD is f	amous for its	square both	cles and
black label. It		simply as	s `Jack'.
According to the Jack [	Daniel's websit	e, the whisl	key was
first made in 1866 by	Jasper Newt	on "Jack" D	aniel in
Lynchburg, Tennessee.	No one		
as this would have m	ade Jack 16	years old.	What is
established is that the		i	n 1875.
The brand has become	part of Ameri	can culture	and has
	movies and s	songs. The c	ompany
employs 365	people	and ge	enerates
	excess of \$12	20 million.	

## **CORRECT THE SPELLING**

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Jack Daniel's (JD) is a brand of whiskey that is ngmoa the best-selling alcoholic drinks in the world. It is a kind of whiskey nnwok as Tennessee whiskey which has eialspc brewing techniques that make it different from other whiskies. JD is famous for its rsequa bottles and black label. It is also elwdiy known simply as 'Jack'. According to the Jack Daniel's bweetis, the whiskey was first made in 1866 by Jasper Newton "Jack" Daniel in Lynchburg, Tennessee. No one knows if this is true as this would have made Jack 16 years old. What is established is that the brewery was eufdodn in 1875. The brand has become part of American culture and has countless tmneison in movies and songs. The company ymeplos 365 people and generates an luaann income in excess of \$120 million.

## **T** UNJUMBLE THE WORDS

From: http://www.businessenglishmaterials.com/jack-daniels.html

Jack Daniel's (JD) is that among brand whiskey is a of the best-selling alcoholic drinks in the world. It is a kind of whiskey known as Tennessee whiskey which has brewing techniques that make it special different from other whiskies. is for square JD famous its bottles and black label. widely simply It also known as is 'Jack'. According to the Jack Daniel's website, the whiskey was first made in 1866 by Jasper Newton "Jack" Daniel in Lynchburg, Tennessee. one No as true is this if knows made 16 this have Jack years would old. What is established is that the brewery was founded in 1875. The of culture has part American brand become and has countless mentions in movies and songs. The company employs 365 income people generates annual in and an excess of \$120 million.

### **T** INSERT THE VOWELS

From: http://www.businessenglishmaterials.com/jack-daniels.html

Jck Dn l's (JD) s brnd fwh skytht s m ng th bst-sll ng lchl cdr nks n th wrld.ts knd fwhsky knwn s T\_nn\_ss\_\_\_wh\_sk\_y wh\_ch\_h\_s\_sp\_c\_\_l br\_w\_ng t\_chn\_q\_\_s th\_t m\_k\_\_t d\_ff\_r\_nt fr\_m\_th\_r wh\_sk\_\_s. JD\_\_s\_f\_m\_\_s\_f\_r\_\_ts\_sq\_\_r\_\_b\_ttl\_s \_nd bl\_ck l\_b\_l. \_t \_s \_ls\_ w\_d\_ly kn\_wn s\_mply \_s `J\_ck'. \_cc\_rd\_ng t\_ th\_ J\_ck D\_n\_l's w\_bs\_t\_, th\_ wh\_sk\_y w\_s f\_rst m\_d\_ \_n 1866 by J\_sp\_r N\_wt\_n "J\_ck" D\_n\_l \_n Lynchb\_rg, T\_nn\_ss\_\_. N\_ \_n\_ kn\_ws \_f th\_s \_s tr\_\_ \_s th\_s wldhvmdJck16yrsld.Whts \_st\_bl\_sh\_d \_s th\_t th\_ br\_w\_ry w\_s f\_\_nd\_d \_n 1875. Th\_br\_nd h\_s b\_c\_m\_p\_rt \_f \_m\_r\_c\_n c\_lt\_r\_\_nd\_h\_s\_c\_\_ntl\_ss\_m\_nt\_\_ns\_\_n\_m\_v\_\_s \_nd s\_ngs. Th\_ c\_mp\_ny \_mpl\_ys 365 p\_\_pl\_ \_nd g\_n\_r\_t\_s \_n \_nn\_\_l \_nc\_m\_\_n \_xc\_ss \_f \$120 m II n.

## **7** PUNCTUATE THE TEXT AND ADD CAPITALS

From: http://www.businessenglishmaterials.com/jack-daniels.html

jack daniel's (jd) is a brand of whiskey that is among the best-selling alcoholic drinks in the world it is a kind of whiskey known as tennessee whiskey which has special brewing techniques that make it different from other whiskies id is famous for its square bottles and black label it is also widely known simply as 'jack' according to the jack daniel's website the whiskey was first made in 1866 by jasper newton "jack" daniel in lynchburg tennessee no one knows if this is true as this would have made jack 16 years old what is established is that the brewery was founded in 1875 the brand has become part of american culture and has countless mentions in movies and songs the company employs 365 people and generates an annual income in excess of \$120 million

## **T** CHOOSE THE CORRECT TENSE

From: http://www.businessenglishmaterials.com/jack-daniels.html

Jack Daniel's (JD) ..... (be) a brand of whiskey that is among the best-selling alcoholic drinks in the world. It ..... (be) a kind of whiskey known as Tennessee whiskey which ...... (have) special brewing techniques that ..... (make) it different from other whiskies. JD is famous for its square bottles and black label. It ..... (be) also widely known simply as 'Jack'. According to the Jack Daniel's website, the whiskey ...... (be) first ..... (make) in 1866 by Jasper Newton "Jack" Daniel in Lynchburg, Tennessee. No one ......... (know) if this is true as this would have ..... (make) Jack 16 years old. What is ..... (establish) is that the brewery was founded in 1875. The brand has ..... (become) part of American culture and has countless mentions in movies and songs. The company ..... (employ) 365 people and generates an annual income in excess of \$120 million.

## **T** REWRITE WITH SPACES

From: http://www.businessenglishmaterials.com/jack-daniels.html

JackDaniel's(JD) is a brandof whiskey that is a mong the bestselling alcoholic drinks in the world. It is a kind of whiskey known as Tennessee whiske ywhich has special brewing techniques that make it different from other whiskies. JD i sfamous for its square bottles and black label. It is also widely known simply as 'Jack'. A ccording to the Jack Daniel's website, the whiskey was first made in 1866 by Jasper Ne wton "Jack" Daniel in Lynchburg, Tennessee. No one knows if this is true as this would have made Jack 16 years old. What is established is that the brewery was founded in 1 875. The brand has become part of American culture and has countless mentions in m ovies and songs. The company employs 365 people and generates an annual income i nexcess of \$120 million.

## **T** CHOOSE THE CORRECT WORD

From: http://www.businessenglishmaterials.com/jack-daniels.html

Jack Daniel's (JD) is a of whiskey	
that is among the best-selling alcoholic drinks in	famous
the world. It is a kind of whiskey	true
as Tennessee whiskey which has special brewing	known
techniques that make it from	mentions
other whiskies. JD is for its	widely
square bottles and black label. It is also	brand
known simply as `Jack'.	excess
According to the Jack Daniel's website, the	different
whiskey was made in 1866 by	founded
Jasper Newton "Jack" Daniel in Lynchburg,	first
Tennessee. No one knows if this is	
as this would have made Jack 16	
years old. What is established is that the	
brewery was in 1875. The brand	
has become part of American culture and has	
countless in movies and songs.	
The company employs 365 people and generates	
an annual income in of \$120	
million.	

## **PROJECT JACK DANIEL'S**

From: http://www.businessenglishmaterials.com/jack-daniels.html

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

Main products		
How to improve		
them		
A brand new		
'killer' product		
killer product		
How Jack		
Daniel's is better		
than the		
competition		
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.

## **JACK DANIEL'S – ROLE PLAY 1**

From: http://www.businessenglishmaterials.com/jack-daniels.html

#### Role A – Jack Daniel'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 – Jack Daniel'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 – Jack Daniel's customer

You are a customer of Jack Daniel'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 Jack Daniel'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.

## **JACK DANIEL'S – ROLE PLAY 2**

From: http://www.businessenglishmaterials.com/jack-daniels.html

#### Role A – Jack Daniel's New Products Director

You have created a new product for Jack Daniel'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 Jack Daniel's.

#### Role B – Jack Daniel'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 – Jack Daniel'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 will him/her.

#### Role D – Jack Daniel's Shareholder

You know a lot about Jack Daniel'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.

## **T** JOB INTERVIEW ROLE PLAY

**INTERVIEWER** (Write the questions you want to ask the candidate.)

1.	. <u>.</u>	
2.		
3.		
4.		
5.		
6.		

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## **JOB INTERVIEW ROLE PLAY** <u>INTERVIEWEE</u> (Write questions you want to ask the interviewer.)

\_\_\_\_\_

1.	 	 
2.	 	 
3.	 	
4.	 	 
5.		
6.	 	

## **DISCUSSION** (Write your own questions) <u>STUDENT A's QUESTIONS</u> (Do not show these to student B)

1.	 	
2.	 	 
3.		
4.		
5.		
6.	 	 

\_\_\_\_\_

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### **TDISCUSSION** (Write your own questions) <u>STUDENT B's QUESTIONS</u> (Do not show these to student A)

1.	 	 	
2.			
_			
6.	 		

## **JACK DANIEL'S SURVEY**

From: http://www.businessenglishmaterials.com/jack-daniels.html

Write five GOOD questions about Jack Daniel'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.

## **WRITING 1 – SPEED WRITING**

From: http://www.businessenglishmaterials.com/jack-daniels.html

## Write anything about Jack Daniel's for 10 minutes. Show your partner your paper. Correct each other's work.



From: http://www.businessenglishmaterials.com/jack-daniels.html

# Write a letter to Jack Daniel's. Complain about one of its products. Ask for a refund. Show your partner your paper. Correct each other's work.



From: http://www.businessenglishmaterials.com/jack-daniels.html

# Write a letter of apology to the customer. Explain why you cannot give a refund. Show your partner your letter. Correct each other's work.

## **T** 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 Jack Daniel's. Talk about what you discover with your partner(s) in the next lesson.

**3. MAGAZINE ARTICLE:** Write a magazine article about Jack Daniel'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. JACK DANIEL'S POSTER** Make a poster about Jack Daniel'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 JACK DANIEL'S LESSON:** Make your own English lesson on Jack Daniel'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 Jack Daniel's. Share your findings with the class.