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## KENTUCKY FRIED CHICKEN

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



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## THE LISTENING / READING SCRIPT

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

KFC Corporation, based in Louisville, Kentucky, is the world's most popular chicken restaurant chain. It specializes in freshly made chicken sandwiches made according to the special Colonel Sanders' recipe - a secret blend of 11 herbs and spices Colonel Harland Sanders originated more than a half-century ago. The KFC website says: "Every day, more than 12 million customers are served at KFC restaurants in 109 countries and territories around the world. KFC operates more than 5,200 restaurants in the United States and more than 15,000 units around the world." Apart from chicken, KFC serves more than 300 other products, including a salmon sandwich in Japan. KFC is part of Yum! Brands, Inc., the world's largest restaurant company. It has annual revenues in excess of \$11 billion.





## WARM UPS

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

- 1. BRAINSTORM CHAT:** Write all the words you can think of about Kentucky Fried Chicken on the board or on a piece of paper. Talk about these words with your partner(s).
- 2. KENTUCKY FRIED CHICKEN MORNING:** Each student pretends to be an employee of Kentucky Fried Chicken. They walk around the class and talk about the company and their job.
- 3. RUMOURS:** Each student writes down a pretend rumour about Kentucky Fried Chicken. They then walk around the class and talk to other students about their rumour.
- 4. GOOD AND BAD:** Brainstorm good and bad things about Kentucky Fried Chicken and write them on the board. Students talk about these in pairs.
- 5. TRUE OR FALSE:** Students find out several facts about Kentucky Fried Chicken. 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 Kentucky Fried Chicken. 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/kfc.html>

KFC Corporation, based in Louisville, Kentucky, is the world's most popular \_\_\_\_\_. It specializes in freshly made chicken sandwiches made \_\_\_\_\_ Colonel Sanders' recipe - a secret blend of 11 herbs and spices Colonel Harland Sanders \_\_\_\_\_ half-century ago. The KFC website says: "Every day, more than 12 million \_\_\_\_\_ KFC restaurants in 109 countries and territories around the world. KFC operates \_\_\_\_\_ in the United States and more than 15,000 \_\_\_\_\_." Apart from chicken, KFC \_\_\_\_\_ other products, including a salmon sandwich in Japan. KFC is part of Yum! Brands, Inc., the world's largest restaurant company. It has annual \_\_\_\_\_ \$11 billion.





## CORRECT THE SPELLING

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

KFC Corporation, eadsb in Louisville, Kentucky, is the world's most popular chicken restaurant chain. It specializes in ryfeslh made chicken sandwiches made ogaccindr to the special Colonel Sanders' reepci - a secret blend of 11 herbs and isecps Colonel Harland Sanders originated more than a half-century ago. The KFC website says: "Every day, more than 12 million customers are rdesev at KFC restaurants in 109 countries and territories around the world. KFC eosrapet more than 5,200 restaurants in the United States and more than 15,000 units around the world." Apart from chicken, KFC serves more than 300 other scurpodt, including a salmon sandwich in Japan. KFC is part of Yum! Brands, Inc., the world's largest restaurant company. It has nlauna revenues in ssexce of \$11 billion.





## UNJUMBLE THE WORDS

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

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## INSERT THE VOWELS

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

KFC C\_r\_p\_r\_t\_\_n, b\_s\_d \_n L\_\_\_\_sv\_ll\_, K\_nt\_cky,  
 \_s th\_ w\_rld's m\_st p\_p\_l\_r ch\_ck\_n r\_st\_\_r\_nt  
 ch\_\_n. \_t sp\_c\_\_l\_z\_s \_n fr\_shly m\_d\_ ch\_ck\_n  
 s\_ndw\_ch\_s m\_d\_ \_cc\_rd\_ng t\_ th\_ sp\_c\_\_l  
 C\_l\_n\_l S\_nd\_rs' r\_cp\_ - \_s\_cr\_t bl\_nd \_f 11  
 h\_rbs \_nd sp\_c\_s C\_l\_n\_l H\_rl\_nd S\_nd\_rs  
 \_r\_g\_n\_t\_d m\_r\_ th\_n \_ h\_lf-c\_nt\_ry \_g\_. Th\_  
 KFC w\_bs\_t\_ s\_ys: "\_v\_ry d\_y, m\_r\_ th\_n 12  
 m\_ll\_\_n c\_st\_m\_rs \_r\_s\_rv\_d \_t KFC r\_st\_\_r\_nts  
 \_n 109 c\_\_ntr\_\_s \_nd t\_rr\_t\_r\_\_s \_r\_\_nd th\_  
 w\_rld. KFC \_p\_r\_t\_s m\_r\_ th\_n 5,200 r\_st\_\_r\_nts  
 \_n th\_ \_n\_t\_d St\_t\_s \_nd m\_r\_ th\_n 15,000 \_n\_ts  
 \_r\_\_nd th\_ w\_rld." \_p\_rt fr\_m ch\_ck\_n, KFC  
 s\_rv\_s m\_r\_ th\_n 300 \_th\_r pr\_d\_cts, \_ncl\_d\_ng  
 \_s\_lm\_n s\_ndw\_ch \_n J\_p\_n. KFC \_s p\_rt \_f  
 Y\_m! Br\_nds, \_nc., th\_ w\_rld's l\_rg\_st r\_st\_\_r\_nt  
 c\_mp\_ny. \_t h\_s \_nn\_\_l r\_v\_n\_\_s \_n \_xc\_ss \_f  
 \$11 b\_ll\_\_n.





## PUNCTUATE THE TEXT AND ADD CAPITALS

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

kfc corporation based in louisville kentucky is the world's most popular chicken restaurant chain it specializes in freshly made chicken sandwiches made according to the special colonel sanders' recipe - a secret blend of 11 herbs and spices colonel harland sanders originated more than a half-century ago the kfc website says "every day more than 12 million customers are served at kfc restaurants in 109 countries and territories around the world kfc operates more than 5200 restaurants in the united states and more than 15000 units around the world" apart from chicken kfc serves more than 300 other products including a salmon sandwich in japan kfc is part of yum brands inc the world's largest restaurant company it has annual revenues in excess of \$11 billion







## CHOOSE THE CORRECT TENSE

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

KFC Corporation, ..... (base) in Louisville, Kentucky, ..... (be) the world's most popular chicken restaurant chain. It ..... (specialize) in freshly made chicken sandwiches made according to the special Colonel Sanders' recipe - a secret blend of 11 herbs and spices Colonel Harland Sanders ..... (originate) more than a half-century ago. The KFC website says: "Every day, more than 12 million customers are ..... (serve) at KFC restaurants in 109 countries and territories around the world. KFC ..... (operate) more than 5,200 restaurants in the United States and more than 15,000 units around the world." Apart from chicken, KFC ..... (serve) more than 300 other products, including a salmon sandwich in Japan. KFC ..... (be) part of Yum! Brands, Inc., the world's largest restaurant company. It ..... (have) annual revenues in excess of \$11 billion.







## CHOOSE THE CORRECT WORD

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

KFC Corporation, \_\_\_\_\_ in Louisville, Kentucky, is the world's most popular chicken restaurant chain. It specializes in \_\_\_\_\_ made chicken sandwiches made according to the special Colonel Sanders' recipe - a \_\_\_\_\_ blend of 11 herbs and spices Colonel Harland Sanders originated more than a half-\_\_\_\_\_ ago. The KFC website says: "Every day, more than 12 million customers are \_\_\_\_\_ at KFC restaurants in 109 countries and \_\_\_\_\_ around the world. KFC \_\_\_\_\_ more than 5,200 restaurants in the United States and more than 15,000 units around the world." Apart from chicken, KFC serves more than 300 other products, \_\_\_\_\_ a salmon sandwich in Japan. KFC is part of Yum! Brands, Inc., the world's largest restaurant company. It has \_\_\_\_\_ revenues in \_\_\_\_\_ of \$11 billion.

*freshly*  
*territories*  
*including*  
*century*  
*based*  
*excess*  
*secret*  
*annual*  
*served*  
*operates*





# PROJECT KENTUCKY FRIED CHICKEN

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

**Part 1.** Your mission is to increase the profits and sales of Kentucky Fried Chicken. 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 KFC 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.





# KENTUCKY FRIED CHICKEN – ROLE PLAY 1

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

## **Role A – Kentucky Fried Chicken 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 – Kentucky Fried Chicken 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 – Kentucky Fried Chicken customer**

You are a customer of Kentucky Fried Chicken. 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 Kentucky Fried Chicken. 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.





## KENTUCKY FRIED CHICKEN – ROLE PLAY 2

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### **Role A – Kentucky Fried Chicken New Products Director**

You have created a new product for Kentucky Fried Chicken. 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 Kentucky Fried Chicken.

### **Role B – Kentucky Fried Chicken 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 – Kentucky Fried Chicken 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 – Kentucky Fried Chicken Shareholder**

You know a lot about Kentucky Fried Chicken'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. \_\_\_\_\_







# KENTUCKY FRIED CHICKEN SURVEY

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

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

