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PRINGLES

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



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THE LISTENING / READING SCRIPT

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

Pringles is a brand of potato and wheat snack produced by Procter & Gamble. It is one of the world's most-recognized and best-selling snacks. Pringles came onto the market in 1968. The name Pringle came from an employee opening a telephone directory and seeing the name Pringle Drive in it. They are sold in over 100 countries and generate revenue in excess of \$1 billion. Pringles cannot be called potato chips or potato crisps for legal reasons, because each Pringle contains only 42% of potato. They are in fact a mixture of potato and wheat. They are popular because of their diversity of flavours, uniform saddle shape (called a hyperbolic paraboloid) and a container that keeps them in one piece. The cremated remains of the inventor of the tubular can was buried in a Pringles can at his request. The Pringles slogan is: "Once you pop, the fun don't stop."





WARM UPS

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

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

Pringles is a brand of _____ produced by Procter & Gamble. It is one of the world's most-recognized _____. Pringles came onto the market in 1968. The name Pringle came from an _____ telephone directory and seeing the name Pringle Drive in it. _____ 100 countries and generate revenue in excess of \$1 billion. Pringles cannot be called potato chips or potato _____, because each Pringle contains only 42% of potato. _____ of potato and wheat. They are popular because of their diversity of flavours, _____ (called a hyperbolic paraboloid) and a container that keeps them in one piece. The cremated remains of the inventor of the _____ a Pringles can at his request. The Pringles slogan is: "Once you pop, the fun don't stop."





CORRECT THE SPELLING

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Pringles is a brand of potato and tawhe snack produced by Procter & Gamble. It is one of the world's most-ronzediceg and best-selling snacks. Pringles came onto the market in 1968. The name Pringle came from an employee opening a telephone deryroict and seeing the name Pringle Drive in it. They are sold in over 100 countries and agtrneee revenue in excess of \$1 billion. Pringles cannot be called potato chips or potato crisps for legal nsrsaeo, because each Pringle contains only 42% of potato. They are in fact a xtumrei of potato and wheat. They are popular because of their deyiristv of flavours, uniform saddle shape (called a hyperbolic paraboloid) and a itncreona that keeps them in one piece. The cremated inmraes of the inventor of the tubular can was buried in a Pringles can at his reutsqe. The Pringles slogan is: "Once you pop, the fun don't stop."





UNJUMBLE THE WORDS

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

Pringles is produced snack wheat and potato of brand a by Procter & Gamble. It is one of the world's most-recognized and best-selling snacks. Pringles came onto the market in 1968. The name Pringle came from an telephone directory and employee opening a seeing the name Pringle Drive in it. They are sold in over 100 generate excess 1 and in \$ countries revenue of billion. Pringles potato for chips cannot or be potato called crisps legal reasons, because each Pringle contains only 42% of potato. potato They fact of wheat in mixture and are a. They are flavours of diversity their of because popular, uniform saddle shape (called a hyperbolic paraboloid) and them a in container one that piece keeps. The cremated remains of the inventor of the tubular can was at can Pringles a in buried request his. The Pringles slogan is: "Once you pop, the fun don't stop."





INSERT THE VOWELS

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

Pr_ngl_s _s _ br_nd _f p_t_t_ _nd wh__t sn_ck
 pr_d_c_d by Pr_ct_r & G_mbl_. _t _s _n_ _f th_
 w_rld's m_st-r_c_gn_z_d _nd b_st-s_ll_ng sn_cks.
 Pr_ngl_s c_m_ _nt_ th_ m_rk_t _n 1968. Th_
 n_m_ Pr_ngl_ c_m_ fr_m _n _mpl_y__ _p_n_ng _
 t_l_ph_n_ d_r_ct_ry _nd s__ng th_ n_m_
 Pr_ngl_ Dr_v_ _n _t. Th_y _r_s_ld _n _v_r 100
 c__ntr__s _nd g_n_r_t_r_v_n__ _n _xc_ss _f \$1
 b_ll__n. Pr_ngl_s c_nn_t b_ c_ll_d p_t_t_ ch_ps
 _r p_t_t_ cr_sps f_r l_g_l_r__s_ns, b_c__s__ch
 Pr_ngl_ c_nt__ns _nly 42% _f p_t_t_. Th_y _r_
 _n f_ct _m_xt_r_ _f p_t_t_ _nd wh__t. Th_y _r_
 p_p_l_r b_c__s_ _f th__r d_v_rs_ty _f fl_v__rs,
 _n_f_rm s_ddl_ sh_p_ (c_ll_d _ hyp_rb_l_c
 p_r_b_l__d) _nd _c_nt__n_r th_t k__ps th_m _n
 n p__c_. Th_ cr_m_t_d r_m__ns _f th_
 _nv_nt_r _f th_ t_b_l_r c_n w_s b_r__d _n _
 Pr_ngl_s c_n _t h_s r_q__st. Th_ Pr_ngl_s sl_g_n
 _s: "_nc_ y__ p_p, th_ f_n d_n't st_p."





PUNCTUATE THE TEXT AND ADD CAPITALS

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CHOOSE THE CORRECT TENSE

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

Pringles (be) a brand of potato and wheat snack produced by Procter & Gamble. It (be) one of the world's most-recognized and best-selling snacks. Pringles (come) onto the market in 1968. The name Pringle (come) from an employee opening a telephone directory and (see) the name Pringle Drive in it. They are (sell) in over 100 countries and (generate) revenue in excess of \$1 billion. Pringles cannot be (call) potato chips or potato crisps for legal reasons, because each Pringle (contain) only 42% of potato. They (be) in fact a mixture of potato and wheat. They are popular because of their diversity of flavours, uniform saddle shape (..... (call) a hyperbolic paraboloid) and a container that (keep) them in one piece. The (cremate) remains of the inventor of the tubular can (be) (bury) in a Pringles can at his request. The Pringles slogan (be): "Once you pop, the fun don't stop."





REWRITE WITH SPACES

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

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CHOOSE THE CORRECT WORD

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

Pringles is a brand of potato and _____ snack produced by Procter & Gamble. It is one of the world's most-_____ and best-selling snacks. Pringles _____ onto the market in 1968. The name Pringle came from an employee opening a telephone _____ and seeing the name Pringle Drive in it. They are sold in over 100 countries and generate revenue in _____ of \$1 billion. Pringles cannot be called potato chips or potato crisps for _____ reasons, because each Pringle contains only 42% of potato. They are in fact a _____ of potato and wheat. They are popular because of their _____ of flavours, uniform saddle shape (called a hyperbolic paraboloid) and a _____ that keeps them in one piece. The cremated remains of the inventor of the tubular can was buried in a Pringles can at his _____. The Pringles slogan is: "Once you pop, the fun don't stop."

excess
recognized
came
container
legal
wheat
request
directory
diversity
mixture





PROJECT PRINGLES

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

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

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





PRINGLES – ROLE PLAY 1

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

Role A – Pringles 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 – Pringles 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 – Pringles customer

You are a customer of Pringles. 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 Pringles. 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.





PRINGLES – ROLE PLAY 2

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

Role A – Pringles New Products Director

You have created a new product for Pringles. 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 Pringles.

Role B – Pringles 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 – Pringles 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 – Pringles Shareholder

You know a lot about Pringles' 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. _____





PRINGLES SURVEY

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

Write five GOOD questions about Pringles 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/pringles.html>

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





WRITING 3 – LETTER OF APOLOGY

From: <http://www.businessenglishmaterials.com/pringles.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.





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

