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CARLSBERG

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



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THE LISTENING / READING SCRIPT

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

Carlsberg is a Danish brewing company founded in Copenhagen in 1847. It was started by J.C. Jacobsen and named after his son Carl. The pH scale, the standard measurement of acidity, was developed in Carlsberg's laboratories in 1909. It is currently the world's fourth largest brewing group. Carlsberg sells 114 million bottles of beer every day across more than 150 markets. The company began exporting beer in 1868 and one hundred years later opened its first overseas brewery, in Malawi. It currently has dozens of different brands in many countries. Its most famous products are the Carlsberg lager, Special Brew (which has a 9% alcohol content) and Elephant beer. Carlsberg has been involved in some memorable advertising, using the slogans "Probably the best beer in the world".





WARM UPS

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

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

Carlsberg is a Danish brewing company founded in Copenhagen in 1847. _____ J.C. Jacobsen and named after his son Carl. The pH scale, the standard _____ acidity, was developed in Carlsberg's laboratories in 1909. It is currently the world's fourth largest _____. Carlsberg sells 114 million bottles of beer every day across more than 150 markets. The company _____ beer in 1868 and one hundred years later _____ overseas brewery, in Malawi. It currently has dozens of different _____ countries. Its most famous products are the Carlsberg lager, Special Brew (which has a 9% _____) and Elephant beer. Carlsberg has been involved in some _____, using the slogans "Probably the best beer in the world".





CORRECT THE SPELLING

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

Carlsberg is a Danish brewing company fduoend in Copenhagen in 1847. It was started by J.C. Jacobsen and named after his son Carl. The pH scale, the nadsdtar measurement of idcitay, was developed in Carlsberg's laboratories in 1909. It is unrltecyr the world's fourth largest brewing group. Carlsberg sells 114 million bottles of beer every day across more than 150 markets. The company began peoingxtr beer in 1868 and one hundred years later opened its first eorseavs brewery, in Malawi. It currently has zsoned of different brands in many countries. Its most famous products are the Carlsberg lager, Special Brew (which has a 9% alcohol oncnnett) and Elephant beer. Carlsberg has been evondvil in some moberlmea advertising, using the slogans "Probably the best beer in the world".





UNJUMBLE THE WORDS

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

Carlsberg is brewing Danish a in founded company
Copenhagen in 1847. It was started by J.C. Jacobsen and
son after Carl his named. The pH scale, the standard
measurement of acidity, was developed in Carlsberg's
laboratories in 1909. is It fourth world's the currently
largest brewing group. Carlsberg sells 114 million bottles
across day every beer of 150 than more markets. The
company began exporting beer in 1868 and one hundred
years opened first brewery later its overseas, in Malawi.
It of dozens has currently brands different in many
countries. Its products famous most Carlsberg the are
lager, Special Brew (which has a 9% alcohol content) and
Elephant beer. Carlsberg has been involved in some
memorable advertising , using the slogans "Probably the
best beer in the world".





INSERT THE VOWELS

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

C_rlsb_rg _s _ D_n_sh br_w_ng c_mp_ny f__nd__
 _n C_p_nh_g_n _n 1847. _t w_s st_rt_d by J.C.
 J_c_bs_n _nd n_m_d _ft_r h_s s_n C_rl. Th_ pH
 sc_l_, th_ st_nd_rd m__s_r_m_nt _f _c_d_ty,
 w_s d_v_l_p_d _n C_rlsb_rg's l_b_r_t_r__s _n
 1909. _t _s c_rr_ntly th_ w_rld's f__rth l_rg_st
 br_w_ng gr__p. C_rlsb_rg s_lls 114 m_ll__n
 b_ttl_s _f b__r _v_ry d_y _cr_ss m_r_ th_n 150
 m_rk_ts. Th_ c_mp_ny b_g_n _xp_rt_ng b__r _n
 1868 _nd _n_ h_ndr_d y__rs l_t_r _p_n_d _ts
 f_rst _v_rs__s br_w_ry, _n M_l_w_. _t c_rr_ntly
 h_s d_z_ns _f d_ff_r_nt br_nds _n m_ny
 c__ntr__s. _ts m_st f_m__s pr_d_cts _r_ th_
 C_rlsb_rg l_g_r, Sp_c__l Br_w (wh_ch h_s _ 9%
 _lc_h_l c_nt_nt) _nd _l_ph_nt b__r. C_rlsb_rg
 h_s b__n _nv_lv_d _n s_m_ m_m_r_bl_
 _dv_rt_s_ng, _s_ng th_ sl_g_ns "Pr_b_bly th_
 b_st b__r _n th_ w_rld".





PUNCTUATE THE TEXT AND ADD CAPITALS

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

carlsberg is a danish brewing company founded in copenhagen in 1847 it was started by jc jacobsen and named after his son carl the ph scale the standard measurement of acidity was developed in carlsberg's laboratories in 1909 it is currently the world's fourth largest brewing group carlsberg sells 114 million bottles of beer every day across more than 150 markets the company began exporting beer in 1868 and one hundred years later opened its first overseas brewery in malawi it currently has dozens of different brands in many countries its most famous products are the carlsberg lager special brew (which has a 9% alcohol content) and elephant beer carlsberg has been involved in some memorable advertising using the slogans "probably the best beer in the world"





CHOOSE THE CORRECT TENSE

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

Carlsberg (be) a Danish brewing company founded in Copenhagen in 1847. It was (start) by J.C. Jacobsen and (name) after his son Carl. The pH scale, the standard measurement of acidity, (be) developed in Carlsberg's laboratories in 1909. It is currently the world's fourth largest brewing group. Carlsberg (sell) 114 million bottles of beer every day across more than 150 markets. The company (begin) exporting beer in 1868 and one hundred years later (open) its first overseas brewery, in Malawi. It currently (have) dozens of different brands in many countries. Its most famous products (be) the Carlsberg lager, Special Brew (which (have) a 9% alcohol content) and Elephant beer. Carlsberg has (be) involved in some memorable advertising, using the slogans "Probably the best beer in the world".





CHOOSE THE CORRECT WORD

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

Carlsberg is a Danish brewing company _____ in Copenhagen in 1847. It was started by J.C. Jacobsen and named after his son Carl. The pH scale, the _____ measurement of acidity, was developed in Carlsberg's laboratories in 1909. It is _____ the world's fourth largest brewing _____. Carlsberg sells 114 million bottles of beer every day across more than 150 markets. The company began _____ beer in 1868 and one hundred years later opened its first _____ brewery, in Malawi. It currently has dozens of different _____ in many countries. Its most famous _____ are the Carlsberg lager, Special Brew (which has a 9% alcohol _____) and Elephant beer. Carlsberg has been involved in some _____ advertising, using the slogans "Probably the best beer in the world".

standard
brands
content
exporting
products
currently
overseas
founded
group
memorable





PROJECT CARLSBERG

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

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

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





CARLSBERG – ROLE PLAY 1

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

Role A – Carlsberg 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 – Carlsberg 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 – Carlsberg customer

You are a customer of Carlsberg. 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 Carlsberg. 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.





CARLSBERG – ROLE PLAY 2

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

Role A – Carlsberg New Products Director

You have created a new product for Carlsberg. 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 Carlsberg.

Role B – Carlsberg 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 – Carlsberg 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 – Carlsberg Shareholder

You know a lot about Carlsberg'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. _____





CARLSBERG SURVEY

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

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

