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WRIGLEY

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



CONTENTS

- | | |
|-----------------------------|-----------------------------|
| 2. Listening/Reading script | 12. Project |
| 3. Warm-ups | 13. Role play 1 |
| 4. Gap fill | 14. Role play 2 |
| 5. Correct the spelling | 15. Job interview role play |
| 6. Unjumble the words | 16. Discussion |
| 7. Insert the vowels | 17. Survey |
| 8. Punctuate the text | 18. Speed writing |
| 9. Choose the correct tense | 19. Letter of complaint |
| 10. Rewrite with spaces | 20. Letter of apology |
| 11. Choose the correct word | 21. Homework |

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THE LISTENING / READING SCRIPT

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

The full name of the Wrigley chewing gum maker is the Wm. Wrigley Jr. Company. It was founded in 1891 as a trading company that sold soap and baking powder. In 1892, William Wrigley, Jr. discovered the free chewing gum he gave away with the baking powder was so popular he decided to produce and sell gum. The rest is history. The website says: "Wm. Wrigley Jr. Company is a recognized leader in confections with a wide range of product offerings including gum, mints, hard and chewy candies, lollipops, and chocolate. The company has operations in more than 40 countries and distributes its world-famous brands in more than 180 countries." Its famous products include Juicy Fruit gum, Skittles, Locketts, and Tunes. The company turns over \$6 billion a year in revenues. The company was sold to Mars in 2008 for \$23 billion.





WARM UPS

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

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

_____ Wrigley chewing gum maker is the Wm. Wrigley Jr. Company. It was founded in 1891 as _____ sold soap and baking powder. In 1892, William Wrigley, Jr. discovered the free chewing gum _____ the baking powder was so popular he _____ sell gum. The rest is history. The website says: "Wm. Wrigley Jr. Company is _____ in confections with a wide _____ including gum, mints, hard and chewy candies, lollipops, and chocolate. The company has _____ 40 countries and distributes its world-famous brands in more than 180 countries." Its famous products include Juicy Fruit gum, Skittles, Locketts, and Tunes. The _____ \$6 billion a year in revenues. The company was sold to Mars in 2008 for \$23 billion.





CORRECT THE SPELLING

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

The full name of the Wrigley chewing gum maker is the Wm. Wrigley Jr. Company. It was edundof in 1891 as a trading company that sold soap and baking powder. In 1892, William Wrigley, Jr. idedecrvos the free chewing gum he gave away with the baking powder was so popular he ieedddc to produce and sell gum. The rest is history. The website says: "Wm. Wrigley Jr. Company is a recognized Ideaer in confections with a wide aregn of product offerings cuiindgln gum, mints, hard and chewy candies, lollipops, and chocolate. The company has seoiatponr in more than 40 countries and udsresiittb its world-famous brands in more than 180 countries." Its famous puosctdr include Juicy Fruit gum, Skittles, Locketts, and Tunes. The company turns over \$6 billion a year in erseneuv. The company was sold to Mars in 2008 for \$23 billion.





UNJUMBLE THE WORDS

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

name full The gum chewing Wrigley the of maker is the
Wm. Wrigley Jr. Company. It was founded in 1891 as a
company sold and trading that soap baking powder. In
1892, William Wrigley, Jr. discovered the free chewing
gum gave with baking he away the powder was so
popular decided produce sell he to and gum. The rest is
history. The website says: "Wm. Wrigley Jr. Company is
a confections a recognized in with wide leader range of
product offerings including gum, mints, hard and chewy
candies, lollipops, and chocolate. The company has
operations more 40 and in than countries distributes its
world-famous than more in brands countries 180." Its
famous products include Juicy Fruit gum, Skittles,
Locketts, and Tunes. The company turns over \$6 billion a
year in revenues. The 2008 in Mars to sold was company
for \$23 billion.





INSERT THE VOWELS

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

Th_ f_ll n_m_ _f th_ Wr_gl_y ch_w_ng g_m
 m_k_r _s th_ Wm. Wr_gl_y Jr. C_mp_ny. _t w_s
 f__nd_d _n 1891 _s _ tr_d_ng c_mp_ny th_t s_ld
 s__p _nd b_k_ng p_wd_r. _n 1892, W_ll__m
 Wr_gl_y, Jr. d_sc_v_r_d th_ fr__ ch_w_ng g_m
 h_ g_v_ _w_y w_th th_ b_k_ng p_wd_r w_s s_
 p_p_l_r h_ d_c_d_d t_ pr_d_c_ _nd s_ll g_m. Th_
 r_st _s h_st_ry. Th_ w_bs_t_s_ys: "Wm. Wr_gl_y
 Jr. C_mp_ny _s _ r_c_gn_z_d l__d_r _n
 c_nf_ct__ns w_th _ w_d_ r_ng_ _f pr_d_ct
 _ff_r_ngs _ncl_d_ng g_m, m_nts, h_rd _nd ch_wy
 c_nd__s, l_ll_p_ps, _nd ch_c_l_t_. Th_ c_mp_ny
 h_s _p_r_t__ns _n m_r_ th_n 40 c__ntr__s _nd
 d_str_b_t_s _ts w_rld-f_m__s br_nds _n m_r_
 th_n 180 c__ntr__s." _ts f_m__s pr_d_cts
 _ncl_d_ J__cy Fr__t g_m, Sk_ttl_s, L_ck_ts, _nd
 T_n_s. Th_ c_mp_ny t_rns _v_r \$6 b_ll__n _y__r
 _n r_v_n__s. Th_ c_mp_ny w_s s_ld t_ M_rs _n
 2008 f_r \$23 b_ll__n.





PUNCTUATE THE TEXT AND ADD CAPITALS

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

the full name of the wrigley chewing gum maker is the
wm wrigley jr company it was founded in 1891 as a
trading company that sold soap and baking powder in
1892 william wrigley jr discovered the free chewing gum
he gave away with the baking powder was so popular he
decided to produce and sell gum the rest is history the
website says "wm wrigley jr company is a recognized
leader in confections with a wide range of product
offerings including gum mints hard and chewy candies
lollipops and chocolate the company has operations in
more than 40 countries and distributes its world-famous
brands in more than 180 countries" its famous products
include juicy fruit gum skittles locketts and tunes the
company turns over \$6 billion a year in revenues the
company was sold to mars in 2008 for \$23 billion





CHOOSE THE CORRECT TENSE

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

The full name of the Wrigley chewing gum maker
(be) the Wm. Wrigley Jr. Company. It was
(found) in 1891 as a trading company that (sell)
soap and baking powder. In 1892, William Wrigley, Jr.
..... (discover) the free chewing gum he
(give) away with the baking powder was so popular he
..... (decide) to (produce) and sell gum. The
rest (be) history. The website (say):
"Wm. Wrigley Jr. Company (be) a recognized
leader in confections with a wide range of product
offerings (include) gum, mints, hard and chewy
candies, lollipops, and chocolate. The company
(have) operations in more than 40 countries and
(distribute) its world-famous brands in more than 180
countries." Its famous products (include) Juicy
Fruit gum, Skittles, Locketts, and Tunes. The company
..... (turn) over \$6 billion a year in revenues. The
company was (sell) to Mars in 2008 for \$23
billion.





CHOOSE THE CORRECT WORD

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

The full name of the Wrigley chewing gum _____ is the Wm. Wrigley Jr. Company. It was founded in 1891 as a _____ company that sold soap and baking powder. In 1892, William Wrigley, Jr. _____ the free chewing gum he gave away with the baking powder was so popular he _____ to produce and sell gum. The rest is history. The website says: "Wm. Wrigley Jr. Company is a recognized _____ in confections with a wide range of product offerings _____ gum, mints, hard and chewy candies, lollipops, and chocolate. The company has _____ in more than 40 countries and _____ its world-famous brands in more than 180 countries." Its famous products include Juicy Fruit gum, Skittles, Locketts, and Tunes. The company _____ over \$6 billion a year in revenues. The company was _____ to Mars in 2008 for \$23 billion.

leader
trading
distributes
discovered
maker
sold
operations
decided
turns
including





PROJECT WRIGLEY

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

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

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





WRIGLEY – ROLE PLAY 1

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

Role A – Wrigley 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 – Wrigley 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 – Wrigley customer

You are a customer of Wrigley. 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 Wrigley. 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.





WRIGLEY – ROLE PLAY 2

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

Role A – Wrigley New Products Director

You have created a new product for Wrigley. 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 Wrigley.

Role B – Wrigley 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 – Wrigley 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 – Wrigley Shareholder

You know a lot about Wrigley'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. _____





WRIGLEY SURVEY

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

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

