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POLISH UP YOUR BUSINESS ENGLISH



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UNIT 1

Gin and pomegranate set to woo Britain's drinking classes

Vocabulary

Woo = verb (T) 1. to try to persuade people to support you or buy something from you, especially by saying or doing nice things: *Orange is trying to woo customers by cutting prices.* 2. (old-fashioned) if a man woos a woman, he tries to start a romantic relationship with her and to persuade her to marry him

succumb = verb (I) *formal* 1. to lose your ability to fight against someone or something, and allow them to control or persuade you; + **to** *She succumbed to temptation and ordered a glass of wine.* 2. to become very ill or die from a disease: + **to** *His mother succumbed to cancer two years ago.*

undertake = (past tense: undertook; past participle: undertaken) 1. to agree to be responsible for a job or project and do it: *The court will undertake a serious examination of the case.*

Reading comprehension

A. Put the following paragraphs in the right order:

(...) Coke claims to be having success with Coke Zero, a sugar-free cola which is aimed at young men, while Britvic claims the same for its no-sugar version of Pepsi, Pepsi Max. Coke is trying to broaden the Schweppes brand away from mixers, like soda water and ginger ale, into “the definitive adult soft drinks brand for 30-somethings” and is introducing seasonal lemonade. More than 60 per cent of Schweppes products are drunk by people over the age of 30.

It claims to be undertaking the biggest marketing campaign since acquiring the brand seven years ago from Cadbury Schweppes, with a new advertising slogan, “Sch...You know How.”

(...) Pomegranate flavours are already popular in the fruit juice market, where drinks companies have been trying to capitalize on the alleged health properties of pomegranates.

Pomegranate juices are claimed to contain antioxidants that can help to fight diseases like cancer. “Pomegranate seems to be the new trend forward,” Schweppes said. Fruit juice company Pomegreat recently teamed up with distiller Diageo, owner of the Pimm’s brand, to create “PimPom”, a Pimm’s mix containing pomegranate juice.

(...) Sales of Schweppes beverages rose 7.3 per cent last year to 95.9m pounds (142 m euros), putting it 55th in AC Nielsen's survey of the top 100 British grocery brands.

(...) The Schweppes changes come as Britvic, one of Coke's chief rivals, struggles with poor sales of fizzy drinks as consumers ditch sugary beverages for healthier options. Companies have been trying to revive interest in soft drinks by adapting their brands.

(...) A great British tradition has succumbed to foodie fashion: Schweppes, the maker of fizzy drink mixers, would like you to start drinking pomegranate tonic with your gin.

Schweppes, owned by Coca- Cola, is undertaking a multi-million pound marketing campaign this month to introduce new flavours to its Indian tonic range: pomegranate and juniper.

(...) Schweppes says flavoured tonics now account for some 20 per cent of the UK' tonic market. Flavoured bottle water are also becoming more common, and even brewers are stretching their brands into flavoured drinks with Scottish & Newcastle recently introducing a lime-flavoured version of Foster's beer, Foster's Twist.

B. Which of the following statements are true:

1. (...) The Schweppes is not one of Coke's chief rivals.
2. (...) Schweppes states that pomegranate seems to be the new trend forward.
3. (...) The Pepsi would like customers start drinking pomegranate tonic with their gin.
4. (...) More and more people seem to enjoy drinking flavoured bottle water.
5. (...) Britvic products are drunk by people over the age of 30.
6. (...) "PimPom" is a Pimm's mix containing pomegranate juice.
7. (...) Pomegranate and juniper are the new "secret" flavored ingredients which Schweppes intends to use to extend its market.
8. (...) Flavored tonics now account for some 20 per cent of the UK' tonic market.
9. (...) Schweppes spent millions to introduce new flavors to its Asian tonic range: pomegranate and juniper.
10. (...) Reviving interest in soft drinks is a main concern for many companies that dispute a top place on the international beverage market.

C. Speaking

1. Which are the most popular soft beverages in your country? To whom are they aimed at?
2. Are you satisfied with what you find on the domestic market? Would you invest in a Romanian company producing soft beverages? Why? Why not?
3. What soft beverages company has considerable markets share in Romania? Can you explain why?

D. Language work

1. Give a synonymous for each of the following words: *account for, (to) acquire, to woo, survey, customer, stretch.*

2. Choose from the following words only those that match with the following sentences (there are two intruders): *players, outlook, stretched, health, escalating, market, survey and hand.*

“The business is undeniably difficult. The domestic cigarette is falling by 1.6 per cent a year and competition is Even the thriving ginseng business is vulnerable as more grab a slice of Korea’s \$4.4bn food market. KT&G has played a smart hand, but there is a time when even that is not enough. “

E. Grammar point

Present Tense Simple and Present Tense Continuous

1. **The Simple Present Tense** is used to discuss permanent situations and the frequency of events

"Where do you **live**?" "I **live** in Romania."

"Where does he **live**?" "He **lives** in Romania."

"What **do** you do?" "*I'm* a teacher." "What **does** he do?" "**He's** a teacher."

2. The Simple Present Tense is used to show how often something happens with adverbs of frequency - always, usually, often, sometimes, occasionally, seldom, rarely, never, etc.... And when discussing daily, weekly, monthly etc. routines.

"I **always get up** at 6.00."

"I **never drink** coffee before 12.00."

"I **work** on my website **every day**."

"**Every** Monday and Thursday I **go** to the gym."

3. The Simple Present Tense is used to ask for and give instructions or to discuss actions.

How do I make pancakes?" Well, first you **take** 4 eggs and **crack** them into a bowl, then you **weigh out** 100 grams of flour and **sieve** it into the eggs.

4. The simple present tense can also be used to discuss future events.

The plane **is due to** take off at 12:15 tomorrow.

F. Practice

1. Fill in the blanks with the correct form of the verbs in brackets:

1. She usually (get) the 14.10 train.
2. They never (miss) the English classes.
3. She (cash) a cheque every two weeks.
4. She can't answer the phone. (have) a shower at the moment.
5. Who (move) the bed?
It's Mike. He (change) the furniture.
6. Why you (make) the beds? Someone (come)?
7. You (dream) in black and white?
8. It (be) a fine day on the 1st of June and the children (have) a good time.
9. There was an accident and the paramedics (help) the injured people.
10. I went to the garden to see what the children..... (do).
They (play) with the neighbors.

2. Fill in the blanks with the correct form of the verbs in brackets:

1. We..... (sell) our products into many shops.
2. They..... (offer) a 20% discount during the exhibition.
3. Competition ... (bring) out the best in our products.
4. The manager..... ...(deal) with your request but you won't get an answer right now.
5. "What ... you ... (do)?"
"I ... (try) to find my glasses."
6. This year Mary..... (study) Japanese at the university.
7. We..... (leave) for Sinaia tomorrow at 9. We..... (arrive) at 12. We..... (spend) the day in Sinaia and (set) for Sibiu the next day at 8.
8. She..... (live) in Madrid but she..... (live) in Bucharest this year.
9. Jane..... (resemble) her mother more and more.
10. If you..... (continue) eating so many sweets, you will definitely put on weight.