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## **Level 0**

### **Budweiser beer renamed 'America'**

**13th May, 2016**

<http://www.breakingnewsenglish.com/1605/160513-america-0.html>

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**Please try Levels 1, 2 and 3. They are (a little) harder.**

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# THE READING

From <http://www.breakingnewsenglish.com/1605/160513-america-0.html>

A famous beer is changing its name. The company Anheuser-Busch (AB) will change the name Budweiser to 'America' for six months. Budweiser was the USA's most popular beer, but sales are down. The word 'America' will be in the same font that AB uses for Budweiser. Also, the initials "US" will replace "AB".

The new name is part of a new Budweiser campaign. This starts on May 23 and ends with the U.S. elections in November. AB wants people to feel proud of America – both the company and its beer. AB said it always tries hard to show the good things about the USA. Budweiser has been in the USA for 140 years.

Sources: <http://www.wsj.com/articles/budweiser-to-rebrand-beer-to-america-through-elections-1462924800>  
<http://www.bbc.com/news/business-36260352>  
<http://www.npr.org/sections/thetwo-way/2016/05/10/477499942/budweiser-will-call-itself-america-for-a-limited-time>

# PHRASE MATCHING

From <http://www.breakingnewsenglish.com/1605/160513-america-0.html>

## PARAGRAPH ONE:

- |                                 |                      |
|---------------------------------|----------------------|
| 1. A famous beer is             | a. 'America'         |
| 2. change the name              | b. changing its name |
| 3. for six                      | c. that AB uses      |
| 4. Budweiser was the USA's most | d. Budweiser         |
| 5. sales are                    | e. replace "AB"      |
| 6. The word                     | f. months            |
| 7. the same font                | g. down              |
| 8. the initials "US" will       | h. popular beer      |

## PARAGRAPH TWO:

- |                                  |                     |
|----------------------------------|---------------------|
| 1. The new                       | a. proud of America |
| 2. part of a new Budweiser       | b. in November      |
| 3. This starts on                | c. tries hard       |
| 4. the U.S. elections            | d. campaign         |
| 5. AB wants people to feel       | e. for 140 years    |
| 6. both the company              | f. May 23           |
| 7. AB said it always             | g. and its beer     |
| 8. Budweiser has been in the USA | h. name             |

# LISTEN AND FILL IN THE GAPS

From <http://www.breakingnewsenglish.com/1605/160513-america-0.html>

A famous (1) \_\_\_\_\_ its name. The company Anheuser-Busch (AB) (2) \_\_\_\_\_ the name Budweiser to 'America' (3) \_\_\_\_\_. Budweiser was the USA's most popular beer, but (4) \_\_\_\_\_. The word 'America' (5) \_\_\_\_\_ same font that AB uses for Budweiser. (6) \_\_\_\_\_ "US" will replace "AB".

The new name (7) \_\_\_\_\_ new Budweiser campaign. (8) \_\_\_\_\_ May 23 and ends with the U.S. elections in November. AB (9) \_\_\_\_\_ feel proud of America – (10) \_\_\_\_\_ and its beer. AB said it always (11) \_\_\_\_\_ show the good things about the USA. Budweiser (12) \_\_\_\_\_ the USA for 140 years.

# PUT A SLASH ( / ) WHERE THE SPACES ARE

From <http://www.breakingnewsenglish.com/1605/160513-america-0.html>

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# AMERICA SURVEY

From <http://www.breakingnewsenglish.com/1605/160513-america-4.html>

Write five GOOD questions about America 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.

## WRITE QUESTIONS & ASK YOUR PARTNER(S)

Student A: Do not show these to your speaking partner(s).

a) \_\_\_\_\_

b) \_\_\_\_\_

c) \_\_\_\_\_

d) \_\_\_\_\_

e) \_\_\_\_\_

f) \_\_\_\_\_

*Budweiser beer renamed 'America' – 13th May, 2016*  
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## WRITE QUESTIONS & ASK YOUR PARTNER(S)

Student B: Do not show these to your speaking partner(s).

a) \_\_\_\_\_

b) \_\_\_\_\_

c) \_\_\_\_\_

d) \_\_\_\_\_

e) \_\_\_\_\_

f) \_\_\_\_\_

