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Level 1

Budweiser beer renamed 'America'

13th May, 2016

<http://www.breakingnewsenglish.com/1605/160513-america-1.html>

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Please try Levels 0, 2 and 3. They are (a little) harder.

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THE READING

From <http://www.breakingnewsenglish.com/1605/160513-america-1.html>

A famous beer company is changing the name of its beer. Anheuser-Busch (AB) is the USA's largest beer maker. It will change the name of its Budweiser beer to 'America' for six months. The change is to try and increase sales. Budweiser was the USA's most popular beer but sales are down. The word 'America' will replace the word 'Budweiser' on its cans. It will also use the same font that AB uses for Budweiser. In addition, the initials "US" will replace "AB".

The new name is part of Budweiser's "America is in Your Hands" campaign. This starts with Memorial Day on May 30 and ends with the U.S. elections in November. In between are the summer Olympics. AB wants Americans to feel proud of America – the company and its beer. It said Budweiser always tries hard to represent America in a bottle. It said it is honoured to be part of the USA, where Budweiser has been made for the past 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-1.html>

PARAGRAPH ONE:

- | | |
|---------------------------------|-------------------|
| 1. the USA's largest beer | a. down |
| 2. It will change | b. font |
| 3. The change is to try and | c. maker |
| 4. Budweiser was the USA's most | d. replace "AB" |
| 5. sales are | e. increase sales |
| 6. replace the word 'Budweiser' | f. the name |
| 7. It will also use the same | g. on its cans |
| 8. the initials "US" will | h. popular beer |

PARAGRAPH TWO:

- | | |
|--|-----------------------|
| 1. part of Budweiser's "America is in Your | a. of America |
| 2. This starts with Memorial Day on | b. hard |
| 3. ends with the U.S. elections | c. Hands" campaign |
| 4. the summer | d. the past 140 years |
| 5. AB wants Americans to feel proud | e. May 30 |
| 6. Budweiser always tries | f. Olympics |
| 7. It said it is honoured to be | g. in November |
| 8. Budweiser has been made for | h. part of the USA |

LISTEN AND FILL IN THE GAPS

From <http://www.breakingnewsenglish.com/1605/160513-america-1.html>

A famous beer company is changing (1) _____ beer. Anheuser-Busch (AB) (2) _____ beer maker. It will (3) _____ its Budweiser beer to 'America' for six months. The change is to try and increase sales. Budweiser was the USA's (4) _____ but sales are down. The word 'America' will (5) _____ 'Budweiser' on its cans. It will also use the same font that AB uses for Budweiser. In addition, (6) _____ will replace "AB".

The new (7) _____ Budweiser's "America is in Your Hands" campaign. (8) _____ Memorial Day on May 30 (9) _____ U.S. elections in November. In between are the summer Olympics. AB wants Americans to (10) _____ America - the company and its beer. It said Budweiser always tries (11) _____ America in a bottle. It said it is honoured to be part of the USA, where Budweiser has been made (12) _____ 140 years.

PUT A SLASH (/) WHERE THE SPACES ARE

From <http://www.breakingnewsenglish.com/1605/160513-america-1.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) _____

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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) _____

