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Level 2

Budweiser beer renamed 'America'

13th May, 2016

<http://www.breakingnewsenglish.com/1605/160513-america-2.html>

Contents

The Reading	2
Phrase Matching	3
Listening Gap Fill	4
No Spaces	5
Survey	6
Writing and Speaking	7
Writing	8

Please try Levels 0, 1 and 3. They are (a little) harder.

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THE READING

From <http://www.breakingnewsenglish.com/1605/160513-america-2.html>

A famous beer company is changing the name of its best-selling beer. Anheuser-Busch (AB) is the USA's largest maker of beer. It is going to change the name of its Budweiser beer to 'America'. The change will happen between May and November. A spokesperson said the change is to try and increase sales. Budweiser used to be the USA's most popular beer but sales have been falling. 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 a Budweiser campaign called "America is in Your Hands". There are many events during the campaign period, starting with Memorial Day on May 30 and ending with the U.S. elections in November. In between are the summer Olympics and Labor Day. AB wants Americans to feel proud of America – the company and the beer. The company vice president said: "Budweiser has always [tried hard] to embody America in a bottle, and we're honoured to salute this great nation, where our beer has been passionately brewed 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-2.html>

PARAGRAPH ONE:

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

PARAGRAPH TWO:

- | | |
|---------------------------------------|----------------------|
| 1. There are many | a. proud of America |
| 2. during the campaign | b. this great nation |
| 3. ending with the U.S. elections | c. events |
| 4. In between are the summer Olympics | d. past 140 years |
| 5. AB wants Americans to feel | e. period |
| 6. Budweiser has always tried | f. and Labor Day |
| 7. we're honoured to salute | g. hard |
| 8. passionately brewed for the | h. in November |

LISTEN AND FILL IN THE GAPS

From <http://www.breakingnewsenglish.com/1605/160513-america-2.html>

A famous beer company is changing the name (1) _____ beer. Anheuser-Busch (AB) is the USA's largest maker of beer. It is (2) _____ the name of its Budweiser beer to 'America'. The (3) _____ between May and November. A spokesperson said the change is to try (4) _____. Budweiser used to be the USA's most popular beer but sales have been falling. The word 'America' will (5) _____ 'Budweiser' on its cans. It will also use the same font that AB uses for Budweiser. In (6) _____ "US" will replace "AB".

The new name (7) _____ Budweiser campaign called "America is in Your Hands". There (8) _____ during the campaign period, starting with Memorial Day on May 30 and (9) _____ U.S. elections in November. In between are the summer Olympics and Labor Day. AB wants Americans (10) _____ America – the company and the beer. The company vice president said: "Budweiser has always [tried hard] to embody America (11) _____, and we're honoured to salute this great nation, where our beer has been passionately brewed (12) _____ years."

PUT A SLASH (/) WHERE THE SPACES ARE

From <http://www.breakingnewsenglish.com/1605/160513-america-2.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) _____

