

**The 7 Steps -**  
**May**



**1. CONTEXT**

Mindmap anything you know about the topic, including vocabulary. Do some research online to help.



**2. QUESTIONS**

Read the listening questions to check your understanding. Look up any new vocabulary.

**Listening Questions 1**

1. What are the four primary breweries that make up InBev?  
\_\_\_\_\_.
2. What are two iconic brands owned by InBev?  
\_\_\_\_\_.
3. In what continents does InBev have a strong market presence?  
\_\_\_\_\_.
4. Which continent is InBev looking to expand into?  
\_\_\_\_\_.
5. What market is InBev trying to expand into currently? What brands are they leveraging to achieve this?  
\_\_\_\_\_.

**3. LISTEN**

Listen and answer the questions using full sentences. Circle the number of times and % you understood.

**Listening Questions 2**

1. What challenges has InBev faced while trying to acquire new companies?  
\_\_\_\_\_.
2. How much has Asahi spent in total to acquire InBev brands in Europe?  
\_\_\_\_\_.
3. How did InBev and Asahi benefit from this sale of brands respectively?  
\_\_\_\_\_.
4. What major beverage company was InBev rumored to want to acquire?  
\_\_\_\_\_.
5. What event indicated this acquisition would not go through?  
\_\_\_\_\_.

Listening 1				
1	2	3	4	5
%	%	%	%	%

Listening 2				
1	2	3	4	5
%	%	%	%	%

**Discussion Questions**

1. What InBev products are available in Japan? Do you drink them, and were you aware they were from the same company?
2. Is a single company having such a large share of the market positive or negative for consumers? Why?

## TRANSCRIPT 1

### 4. CHECK ANSWERS



Read through the transcript and underline the answers. Check them against your own answers.

Anheuser-Busch InBev SA/NV, or InBev for short, is currently the world's largest brewer of beer. The company is the result of a merger of four previously autonomous brewers, as well as many smaller breweries that were acquired over the course of its history. The four primary breweries that compose InBev are Belgium based Interbrew, AmBev from Brazil, U.S. brewer Anheuser-Busch, and most recently SABMiller based in the U.K.

As a result of the mergers and acquisitions, InBev now owns some of the world's most **iconic** brands. Some of the most notable examples are, Budweiser, Stella Artois, and Corona. They have a strong market presence in North and South America, Europe, and Asia. The company has also been expanding its reach and operations in Africa, acquiring a number of brands on the continent.

Despite its **tremendous** market presence, InBev is not being complacent by relying solely on its established brands. In recent years it has been aggressively expanding into the craft beer market with Inhouse brands such as Shock Top, and the rapid **acquisition** of many craft breweries such as Chicago's Goose Island in 2011.

#### MATCH THE ANTONYMS BY DRAWING LINES BELOW:

Iconic	Unrecognizable
Tremendous	Truth
Acquisition	Distinctly
Scrutiny	Neglect
Mutually	Forfeiture
Speculation	Insignificant

### 5. CHECK VOCABULARY



Read the transcript and circle any new vocabulary you find. Look them up and add them to your list.

Despite its **tremendous** market presence, InBev is not being complacent by relying solely on its established brands. In recent years it has been aggressively expanding into the craft beer market with Inhouse brands such as Shock Top, and the rapid **acquisition** of many craft breweries such as Chicago's Goose Island in 2011.

### 6. READ ALOUD



Read the transcript aloud at least 5 times, focusing on intonation and pronunciation.

## TRANSCRIPT 2

InBev's incredible growth has not been without its challenges. The company has come under **scrutiny** from regulators in multiple countries for possibly being in violation of anti-trust laws. In order to get the go ahead to purchase SAB/Miller in 2016, the company had to relinquish its ownership of the Labatt brand of beers.

One company that has been eager to purchase brands from InBev has been Asahi Brewing of Japan. In 2016 the company made an offer to purchase a number of European brands from InBev, with Asahi paying 7.3 billion Euros to acquire brands such as Pilsner Urquell, Tyskie, and Lech. This is in addition to a previous deal where Asahi purchased the brands Peroni and Grolsch, among others, for 2.55 billion Euros. This arrangement is **mutually** beneficial as Asahi hopes to boost its foreign sales, while InBev needed to divest to meet anti-trust regulations.

Not all companies are as eager to work with, or become part of InBev, however. In as late as 2016, there was **speculation** that InBev was looking to make another huge acquisition, with business news outlets reporting a possible purchase of Coca Cola. The probability of this deal going forward decreased significantly with the announcement that Coca Cola was going to buy InBev out of their joint bottling operation in Africa.

### 7. SHADOWING



Read aloud at the same time as the audio without reading the transcript. Circle how many times below.

1	2	3	4	5
1	2	3	4	5

1	2	3	4	5
1	2	3	4	5