

The 7 Steps -
June



Sapporo

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.

3. LISTEN

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

Listening Questions 1

1. What did Seibeï Nakagawa do before he was the brewmaster of Sapporo Beer Company?
_____.
2. When was the Sapporo Beer Company officially established?
_____.
3. When was Sapporo Lager first produced?
_____.
4. Which 3 companies merged to form Dai Nippon Beer Company?
_____.
5. What was Dai Nippon's market share of the Japanese beer market after the merger in 1906?
_____.

Listening Questions 2

1. What happened to Dai Nippon Beer Company after WWII?
_____.
2. For how long was Yebisu Beer not made?
_____.
3. Where is Sapporo trying to expand internationally?
_____.
4. How many factories does Sapporo have in Japan?
_____.
5. What purchase did Sapporo make in 2017?
_____.

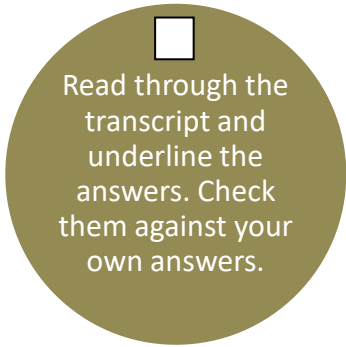
Listening 1				
1	2	3	4	5
%	%	%	%	%

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

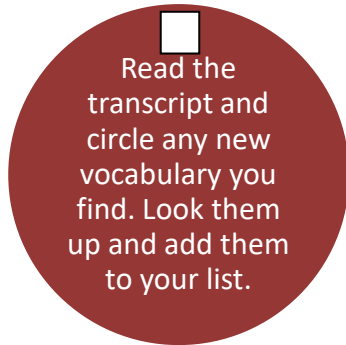
Discussion Questions

1. Why do you think craft beer has gained popularity in recent times?
2. Do you think it is a good thing that larger companies continue to add to their portfolio by purchasing smaller companies?

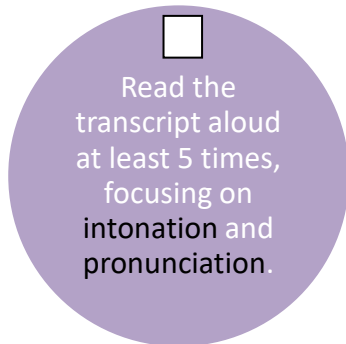
4. CHECK ANSWERS



5. CHECK VOCABULARY

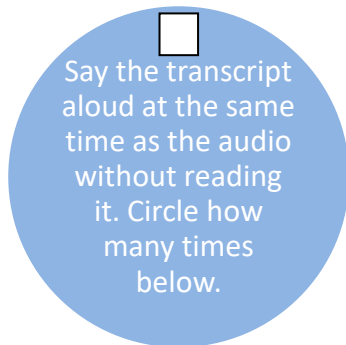


6. READ ALOUD



1	2	3	4	5
1	2	3	4	5

7. SHADOWING



1	2	3	4	5
1	2	3	4	5

TRANSCRIPT 1

In June 1876, Seibei Nakagawa was hired to be the brewmaster of a new beer factory in Hokkaido. At the time the national government in Japan was helping the development of many businesses in Hokkaido as it was considered an important area for Japan's economy and defense. Nakagawa had studied beer making in Germany before he was **hired** to oversee construction of the factory.

The factory was completed in September 1876 and Sapporo Lager was produced the following year. The Sapporo Beer Company was officially established in 1887. The Japan Beer Brewery Company, which created Yebisu Beer, was established the same year in Tokyo. Around 1900, those two companies, along with Kirin Brewery and Osaka Beer (which later became Asahi Breweries), were fighting for market share of the Japanese beer market.

Kyohei Magoshi, the head of the Japan Beer Brewery Company, merged his company with Sapporo and Osaka to form Dai Nippon Beer Company. After the merger in 1906, Dai Nippon had a **dominant** 70% share of the Japanese beer market.

MATCH THE SYNONYMS BY DRAWING LINES BELOW:

Hire	Commanding
Dominant	Confidential
Aim	Recognized
Undisclosed	Employ
Be credited for	Lion's share
Majority of	Target

TRANSCRIPT 2

After WWII, Dai Nippon Beer Company was broken into 2 companies: Nippon Breweries Ltd. and Asahi Breweries Ltd. In 1964, Nippon Breweries changed its name to Sapporo Breweries. In 1971, the Yebisu beer brand was re-launched by Sapporo after a 28-year break.

Although the **majority** of Sapporo's modern business comes from alcohol, over the years it has expanded to food, soft drinks, restaurants, and real estate. The Sapporo group companies **aim** for international expansion mainly in Southeast Asia and North America. Sapporo has one alcoholic beverage factory each in the US, Canada, and Vietnam. It has five factories in Japan.

In 2017, Sapporo had ¥550 billion in sales which was a 2% increase year on year (YOY). Also, in 2017 it was announced that Sapporo would buy Anchor Brewing for an **undisclosed** amount. Anchor Brewing is based in San Francisco and **is credited for** starting the craft beer movement in the United States.