

The 7 Steps - July



Häagen-Dazs

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

- When and where did Häagen-Dazs start?
_____.
- What was Reuben Mattus' mother's business?
_____.
- What were Häagen-Dazs' first ice cream flavors?
_____.
- What were two of the special ingredients in its ice cream?
_____.
- When was its fourth flavor added and what was it?
_____.

Listening Questions 2

- When did the first Häagen-Dazs shop open?
_____.
- How much did Pillsbury pay to acquire Häagen-Dazs?
_____.
- In how many countries is Häagen-Dazs available?
_____.
- Other than ice cream, what are some of Häagen-Dazs' products?
_____.
- In 2015, how much did Häagen-Dazs generate in sales with its ice cream bars and cartons?
_____.

3. LISTEN

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

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

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

Discussion Questions

- What kind of deserts do you enjoy? How often do you eat them?
- How have the dietary habits of your country changed over the last 20 years?

4. CHECK ANSWERS

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

TRANSCRIPT 1

The Häagen-Dazs brand was created in 1961 by Reuben Mattus and his wife Rose in New York City, but Reuben was **involved** in his family's business for decades.

He grew up in New York City, working for his mother's family's frozen fruit and ice cream business. As a child, he helped his uncle and mother make and sell frozen treats in the Bronx borough of the city. When they started Häagen-Dazs, there were only 3 flavors: vanilla, chocolate, and coffee.

From the beginning, Häagen-Dazs was dedicated to high quality. Mr. Mattus travelled around the world to find the best ingredients for his company's ice cream. His **unique** recipes included ingredients such as dark chocolate from Belgium and hand-picked vanilla beans from Madagascar. The fourth flavor to be added to the original line-up was strawberry, which was introduced in 1966.

5. CHECK VOCABULARY

☐

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

Involve	Unique	Immediate	Dedicated	Vary
Fill-in the blanks with the appropriate word / phrase above:				
1. This desk chair is very _____ as it can change positions to stretch your back.				
2. There was an _____ market reaction to news of the company's sales increase.				
3. Depending on the season, the cost of trips to Kyoto can _____.				
4. He is a very _____ father, he never misses his son's football games.				
5. If we cannot reach an agreement with Mr. MacAvoy, we will need to _____ our attorney.				

6. READ ALOUD

☐

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

1	2	3	4	5
1	2	3	4	5

TRANSCRIPT 2

In 1976, Reuben Mattus' daughter Doris, opened the first Häagen-Dazs shop. It was an **immediate** success and Häagen-Dazs shops rapidly expanded across the US. The brand was purchased by the Pillsbury Company in 1983 for \$70 million. Pillsbury was **dedicated** to keeping Häagen-Dazs' commitment to high quality, rich, creamy ice cream.

Häagen-Dazs' ice cream is now sold in more than 80 countries. There are dozens of flavors of ice cream, gelato, sorbet, frozen yogurt, and ice cream bars. The flavors can **vary** from country to country or region to region.

General Mills is the current parent company of the Häagen-Dazs brand. Consumers bought \$2.09 billion worth of its ice cream bars and cartons in 2015 worldwide. Häagen-Dazs Japan is a joint venture with General Mills owning 50% of the company.

7. SHADOWING

☐

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

1	2	3	4	5
1	2	3	4	5