

The 7 Steps -
February



1. CONTEXT



KitKat

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 was the original name of KitKat bars?
_____.
2. When were KitKats first exported overseas?
_____.
3. What does each KitKat bar consist of?
_____.
4. Why does Nestle not have control of KitKat in the US?
_____.
5. What company controls the KitKat brand in Japan?
_____.

Listening Questions 2

1. According to Nestle, how many KitKat bars are consumed per second?
_____.
2. How many normal-sized KitKat bars were sold in the US between April 2011 and March 2012?
_____.
3. What did Google do with Nestle in 2013?
_____.
4. How many variants of KitKat have been produced in Japan as of 2019?
_____.
5. What achievement did the KitKat brand have in 2017?
_____.

3. LISTEN

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

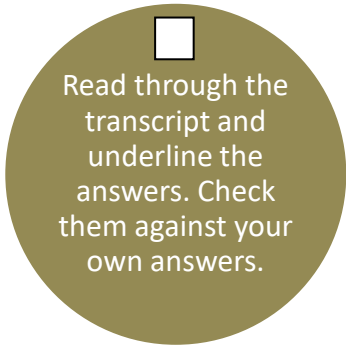
Listening 1				
1	2	3	4	5
%	%	%	%	%

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

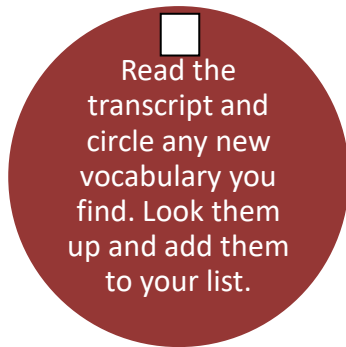
Discussion Questions

1. What are some other types of sweets that offer seasonal or regional varieties? What do you think of this style of marketing?
2. Is sugar good or bad for our bodies? What do you think about the modern diet?

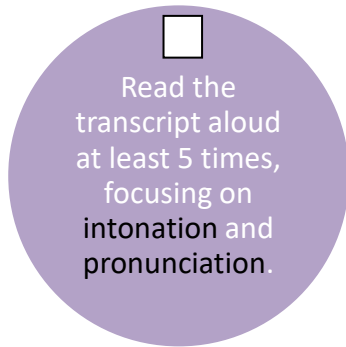
4. CHECK ANSWERS



5. CHECK VOCABULARY

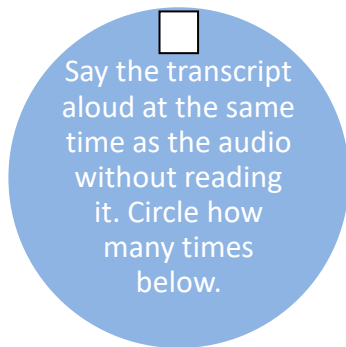


6. READ ALOUD



1	2	3	4	5
1	2	3	4	5

7. SHADOWING



1	2	3	4	5
1	2	3	4	5

TRANSCRIPT 1

Today, KitKat chocolate bars are popular around the world and they have a long history. KitKat was created by a confectionery company called Rowntree's in 1935 in England. At the time, it was called Rowntree's Chocolate Crisp. Two years later, it was renamed KitKat Chocolate Crisp. The product became a **hit** in the UK and during the 1950s, Rowntree's began exporting it to Australia, New Zealand, Canada, and South Africa.

Each KitKat bar consists of 4 wafer fingers covered with milk chocolate. The fingers can easily be broken off and eaten individually, which helped make the advertising line "Have a Break, Have a KitKat" easy to remember.

Nestle acquired Rowntree in 1988 and now controls the KitKat brand in every country except the US because the Hershey Company has a license to produce KitKat there. Hershey received the license from Rowntree's in the 70s and Nestle had to honor it after the acquisition of Rowntree's. Fujiya had a similar license in Japan, but in 2000, Nestle paid Fujiya to **regain** control of the brand in Japan.

MATCH THE ANTONYMS BY DRAWING LINES BELOW:

Hit	Wasteful
Regain	Not use
Consume	Regular
Notable	Failure
Sustainable	Insignificant
Limited-edition	Lose

TRANSCRIPT 2

Over the years, KitKat has remained popular and several variations of it have been made. According to Nestle's website, KitKat is so popular that 150 KitKat bars are **consumed** around the world each second. Market research firm Symphony RI Group studied the chocolate bar market in the US for a year between April 2011 and March 2012. They found that the normal size KitKat bars sold over 192 million units and it was the 5th-highest selling chocolate bar that year.

In 2013, Google and Nestle teamed up for some interesting co-branding, when Google named version 4.4 of its Android operating system KitKat. Nestle produced 50 million KitKat bars that were shaped like Android's mascot.

In 1996, Nestle created its first flavor variant of the brand with KitKat Orange, which had orange-flavored chocolate. Since 2000 there have been over 300 seasonal **limited-edition** and regional flavors produced in Japan as of 2019. Some **notable** examples are Okinawa's purple sweet potato flavor, Tokyo Banana and more. The company believes this style of marketing creates "Scarcity and rarity of value" for Japanese customers.

In 2017, KitKat became the first global confectionary brand to be made from 100% **sustainable** cocoa, part of the "Nestle Cocoa Plan" which claims to support better farming, better cocoa, and better lives.