

The 7 Steps -
January



Moët and Chandon

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 did Moët and Chandon start making champagne?
_____.
- Who is Jean Remy Moët?
_____.
- According to legend, who started the tradition of opening champagne bottles with a saber?
_____.
- How many bottles of champagne did the company sell in 1880?
_____.
- What are the values of Moët and Chandon?
_____.

Listening Questions 2

- Why did Moët and Chandon merge with Hennessy originally?
_____.
- How much was the merger of Moët, Hennessy and Louis Vuitton worth?
_____.
- Who became Moët and Chandon's brand ambassador in 2012?
_____.
- Which event did Moët and Chandon get involved with in 2019?
_____.
- How much does Moët and Chandon donate for each toast in the "Toast for the Cause" program?
_____.

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

- Do you think luxury brands are losing their appeal due to the younger generation's change in preferences?
- How valuable is sports sponsorship to brands?

4. CHECK ANSWERS

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

5. CHECK VOCABULARY

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

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

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

TRANSCRIPT 1

Moët and Chandon has been making champagne since 1743. To give you a sense of how long ago that was, it was 143 years before the car was invented and 33 years before the United States **declared** independence from Great Britain.

The company was founded by Claude Moët in Champagne, France. At the time, the popularity of sparkling wine was growing in France. Toward the end of the century, Jean Remy Moët, the grandson of Claude, took over the company and helped spread the popularity of champagne around the world.

Prominent French people, including Napoleon, celebrated success with Moët champagne. It is said that the tradition of using a saber to open a bottle of champagne came from Napoleon and his soldiers celebrating military victories that way.

In 1880, Moët and Chandon reportedly sold 2.5 million bottles and the company had about 2,000 employees. Although the business has changed quite a bit over the years, Moët and Chandon continues to be one of the top champagne producers in the world. The brand promotes the values of success and glamour.

Declare	Prominent	Limit	Conglomerate	Initiative
Fill-in the blanks with the appropriate word / phrase above:				
1. There were many _____ business leaders attending the conference.				
2. I am always thinking of new _____s to implement around the office.				
3. Our budget for the project was _____ed due to the previous year's performance.				
4. The CEO _____ that his company was aiming to double its revenue.				
5. It is difficult to compete against _____ when they have so much brand awareness among consumers.				

TRANSCRIPT 2

The French government **limited** the area of land that could be used to grow champagne grapes, so in order to expand its business Moët and Chandon merged with the cognac producer Hennessy in 1971. In 1987, Moët Hennessy merged with the fashion house Louis Vuitton to form LVMH in a deal valued at \$4 billion. LVMH is the world's top luxury goods **conglomerate** with control of dozens of luxury brands in product categories ranging from skin-care products, to leather handbags, to alcohol.

In 2012, the Moët and Chandon brand started using tennis player Roger Federer as its brand ambassador. With a record 20 Grand Slam titles as a male singles player as of 2019, Moët and Chandon feels that he is a great match for their values of success and glamour.

Moët and Chandon was the official champagne of the 2019 Golden Globe Awards which honors the best film and television shows of the year. At the event they had a philanthropic **initiative**, "Toast for the Cause," which gives award nominees the opportunity to raise a toast with Moët and Chandon champagne in support of their favorite charities. For each toast, \$1,000 is donated to a charity in the nominee's name.