

The 7 Steps -
May



1. CONTEXT

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



Pringles

2. QUESTIONS

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

Listening Questions 1

1. Why did Procter & Gamble try to create a new potato snack in 1956?
_____.
2. When were Pringles first sold?
_____.
3. How did they come up with the name 'Pringles'?
_____.
4. What did Fredrick Baur request after his death?
_____.
5. How many countries are Pringles sold in as of 2016?
_____.

Listening Questions 2

1. What are 2 interesting Pringles flavors introduced in Japan?
_____.
2. What is the actual amount of potato contained in Pringles?
_____.
3. Why did Procter & Gamble argue that they were not potato chips in 2008?
_____.
4. How are Lays Stax different to Pringles?
_____.
5. How many different flavors of Lays Stax are there as of 2019?
_____.

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 have been some interesting flavors of overseas snacks made specifically for the Japanese market?
2. Why are limited edition products so popular and successful in the Japanese market?

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

Pringles are a potato and wheat-based snack developed by Procter & Gamble. To **address** consumer complaints about greasy, broken and stale chips, Procter and Gamble assigned chemist Fredrick Baur to **formulate** a new potato snack in 1956. Although Fredrick was able to come up with a saddle-shaped chip that fit into a tubular can, he couldn't make the chips taste good. Almost a decade later Procter & Gamble was finally able to produce a tasty chip named "Pringles" which were first sold in 1968.

The original name was "Pringle's Newfangled Potato Chips." The name "Pringles" came from a Cincinnati telephone book when they found a street called Pringle Drive in Finneytown, Ohio. Fredrick Baur passed away on March 4th, 2008 at the age of 89. Since he was passionate about his invention, he requested to be cremated and a part of his ashes to be buried in a Pringles can. His family **honored** this request.

As of 2016, Pringles are sold in over 140 countries. On May 31st, 2012 the Kellogg Company **acquired** the Pringles brand for \$2.695 billion.

MATCH THE ANTONYMS BY DRAWING LINES BELOW:

Formulate	Delicate
Acquire	Disclaim
Honor	Destroy
Sturdy	Relinquish
Argue	Ignore
Address	Betray

TRANSCRIPT 2

Pringles come in standard flavors such as Barbecue, Cheddar Cheese, Cheese & Onion, Original and Salt & Vinegar among others. In the Japanese market they have released some unique flavors including Green Thai Curry and Cheese and Mayo. There are hundreds of different types of flavors worldwide, with 33 regularly available flavors in the U.S. market alone.

In 1975 the United States Food and Drug administration ruled that Pringles failed to meet the definition of a "potato chip." Since then Pringles have been marketed as "potato crisps" in the U.S. In the London High Court in July 2008, Procter & Gamble lawyers successfully **argued** that Pringles were not potato chips, as their actual potato content was only 42%. This excluded Pringles from the 15% value-added tax for potato chips, but later in 2009 the court reversed their decision and implemented the tax on Pringles.

The Pringles brand is now finding itself as the main target in the tubular stackable chip market. In 2003 snack maker Frito Lay decided to introduce a similar product called "Lays Stax" to directly compete with Pringles. Stax chips are heavier and **sturdier** than Pringles and come in a plastic tube, as opposed to Pringles which uses a cardboard and aluminum tube. However as of 2019 Lays Stax has only released a total of 27 different flavors, which is far less than the wide range of choices Pringles provides.