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Krispy Kreme in donut war over recipe

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THE ARTICLE

The Krispy Kreme donut company may be in trouble because of one of its new donuts. A war of words has started between Krispy Kreme Australia and Australia's biggest cookie company, Arnott. The biscuit company wants to take Krispy Kreme to court. Arnott's legal team says the Krispy Kreme Iced Dough-Vo donut is a copy of its own Iced Vo-Vo biscuit. Arnott has had a trademark on the Vo-Vo since 1906. It is one of Australia's best-loved cookies. Arnott's lawyers say the Krispy Kreme donut is almost identical to its biscuit, both in name and in recipe. It also looks similar, with its pink icing and coconut sprinkling. Arnott has asked Krispy Kreme to stop selling the Iced Dough-Vo. If it doesn't, Arnott will take legal action and sue Krispy Kreme.

Krispy Kreme sees no problem with its Iced Dough-Vo. A spokesman for the company, John McGuigan, told reporters that the two products were quite different, and that the public would not confuse the two. "Krispy Kreme customers are pretty smart. They can tell the difference between a doughnut and a biscuit," he said. Mr. McGuigan added his lawyers looked into Arnott's accusation and decided they were wrong. He said: "We did receive a request from lawyers representing Arnott that we withdraw our donuts from the shelves in our stores because we were allegedly in breach of various trademarks. We've taken advice, and the advice is that's not the case." McGuigan also said the similarity of the name was just a tribute to Arnott's famous biscuit.

WARM-UPS

1. DONUTS: Walk around the class and talk to other students about donuts. Change partners often. Sit with your first partner(s) and share your findings.

2. CHAT: In pairs / groups, decide which of these topics or words from the article are most interesting and which are most boring.

donuts / being in trouble / war of words / cookies / trademarks / recipes / legal action / spokesman / being smart / accusations / lawyers / taking advice / paying tribute

Have a chat about the topics you liked. Change topics and partners frequently.

3. RIVALS: What kind of problems do you think companies have with each other? Complete this table. Share your answers with your partner(s). Change partners and share again.

Companies	Problems	Your opinion of the companies
Krispy Kreme / Mister Donuts		
Google / Yahoo		
Coca Cola / PepsiCo		
BBC / CNN		
Facebook / Twitter		
McDonalds / KFC		

4. TRADEMARKS: Students A **strongly** believe there should be no such thing as trademarks; Students B **strongly** believe trademarks are essential to protect companies. Change partners again and talk about your conversations.

5. FOOD CHAINS: Rate these food chains from 10 (unbelievably amazing) to 1 (I'd rather eat mud). Share your ideas with your partner(s).

_____ Krispy Kreme	_____ Baskin Robbins
_____ Pizza Hut	_____ McDonalds
_____ Kentucky Fried Chicken	_____ Starbucks
_____ Taco Bell	_____ (From your country) _____

6. TROUBLE: Spend one minute writing down all of the different words you associate with the word 'trouble'. Share your words with your partner(s) and talk about them. Together, put the words into different categories.

BEFORE READING / LISTENING

1. TRUE / FALSE: Look at the article's headline and guess whether these sentences are true (T) or false (F):

- a. Krispy Kreme donut company employees fired guns at a rival company. T / F
- b. A rival company wants to sue Krispy Kreme in a court of law. T / F
- c. A Krispy Kreme donut looks and sounds the same as a rival's cookie. T / F
- d. A rival company asked Krispy Kreme to make more of its new donut. T / F
- e. A Krispy Kreme spokesman said donuts and cookies are different. T / F
- f. The spokesman suggested Krispy Kreme customers were not stupid. T / F
- g. Krispy Kreme lawyers believe the company broke trademark laws. T / F
- h. The spokesman said the new donut name was in honour of the biscuit. T / F

2. SYNONYM MATCH: Match the following synonyms from the article:

- | | |
|-----------------|-------------------|
| 1. war of words | a. favourite |
| 2. copy | b. supposedly |
| 3. best-loved | c. topping |
| 4. identical | d. mistake |
| 5. sprinkling | e. argument |
| 6. spokesman | f. intelligent |
| 7. confuse | g. simply |
| 8. smart | h. replica |
| 9. allegedly | i. representative |
| 10. just | j. the same |

3. PHRASE MATCH: Match the following phrases from the article (sometimes more than one combination is possible):

- | | |
|--------------------------------------|-----------------------------|
| 1. A war of | a. trademarks |
| 2. The biscuit company wants to take | b. accusation |
| 3. It is one of Australia's best- | c. words has started |
| 4. the Krispy Kreme donut is almost | d. shelves in our stores |
| 5. Arnott will take legal action and | e. Krispy Kreme to court. |
| 6. customers are pretty | f. identical to its biscuit |
| 7. lawyers looked into Arnott's | g. Arnott's famous biscuit |
| 8. withdraw our donuts from the | h. sue Krispy Kreme |
| 9. in breach of various | i. loved cookies |
| 10. a tribute to | j. smart |

WHILE READING / LISTENING

GAP FILL: Put the words into the gaps in the text.

The Krispy Kreme donut company may be in _____ because of one of its new donuts. A war of _____ has started between Krispy Kreme Australia and Australia's biggest cookie company, Arnott. The biscuit company wants to _____ Krispy Kreme to court. Arnott's legal team says the Krispy Kreme Iced Dough-Vo donut is a _____ of its own Iced Vo-Vo biscuit. Arnott has had a trademark on the Vo-Vo since 1906. It is one of Australia's best-_____ cookies. Arnott's lawyers say the Krispy Kreme donut is almost _____ to its biscuit, both in name and in recipe. It also looks similar, with its pink icing and coconut sprinkling. Arnott has asked Krispy Kreme to stop _____ the Iced Dough-Vo. If it doesn't, Arnott will take legal _____ and sue Krispy Kreme.

Krispy Kreme sees no _____ with its Iced Dough-Vo. A spokesman for the company, John McGuigan, told reporters that the two products were _____ different and that the public would not confuse the two. "Krispy Kreme customers are pretty _____. They can tell the difference between a doughnut and a biscuit," he said. Mr. McGuigan added his lawyers _____ into Arnott's accusation and decided they were wrong. He said: "We did receive a _____ from lawyers representing Arnott that we withdraw our donuts from the _____ in our stores because we were allegedly in breach of _____ trademarks. We've taken advice, and the advice is that's not the case." McGuigan also said the similarity of the name was just a _____ to Arnott's famous biscuit.

loved
take
action
selling
trouble
identical
words
copy

shelves
smart
tribute
request
problem
various
quite
looked

LISTENING: Listen and fill in the gaps.

The Krispy Kreme donut company _____ because of one of its new donuts. A _____ started between Krispy Kreme Australia and Australia's biggest cookie company, Arnott. The biscuit company wants to take Krispy Kreme to court. Arnott's legal team says the Krispy Kreme Iced Dough-Vo donut _____ Iced Vo-Vo biscuit. Arnott has had a trademark on the Vo-Vo since 1906. It is one of Australia's best-loved cookies. Arnott's lawyers say the Krispy Kreme donut is almost identical to its biscuit, both _____. It also looks similar, with _____ sprinkling. Arnott has asked Krispy Kreme to stop selling the Iced Dough-Vo. If it doesn't, Arnott _____ and sue Krispy Kreme.

Krispy Kreme _____ its Iced Dough-Vo. A spokesman for the company, John McGuigan, told reporters that the two products were quite different, and that the public _____ two. "Krispy Kreme _____. They can tell the difference between a doughnut and a biscuit," he said. Mr. McGuigan added his lawyers looked into Arnott's accusation and _____. He said: "We did receive a request from lawyers representing Arnott that we withdraw our donuts _____ our stores because we were allegedly in breach of various trademarks. We've taken advice, and the advice is that's not the case." McGuigan also said the similarity of the name _____ Arnott's famous biscuit.

AFTER READING / LISTENING

1. WORD SEARCH: Look in your dictionaries / computer to find collocates, other meanings, information, synonyms ... for the words 'legal' and 'action'.

legal	action
--------------	---------------

- Share your findings with your partners.
- Make questions using the words you found.
- Ask your partner / group your questions.

2. ARTICLE QUESTIONS: Look back at the article and write down some questions you would like to ask the class about the text.

- Share your questions with other classmates / groups.
- Ask your partner / group your questions.

3. GAP FILL: In pairs / groups, compare your answers to this exercise. Check your answers. Talk about the words from the activity. Were they new, interesting, worth learning...?

4. VOCABULARY: Circle any words you do not understand. In groups, pool unknown words and use dictionaries to find their meanings.

5. TEST EACH OTHER: Look at the words below. With your partner, try to recall how they were used in the text:

<ul style="list-style-type: none">• trouble• war• since• identical• similar• sue	<ul style="list-style-type: none">• products• confuse• smart• wrong• shelves• tribute
---	--

STUDENT DONUT SURVEY

Write five GOOD questions about donuts in the table. Do this in pairs. Each student must write the questions on his / her own paper.

When you have finished, interview other students. Write down their answers.

	STUDENT 1 _____	STUDENT 2 _____	STUDENT 3 _____
Q.1.			
Q.2.			
Q.3.			
Q.4.			
Q.5.			

- Now return to your original partner and share and talk about what you found out. Change partners often.
- Make mini-presentations to other groups on your findings.

DONUTS DISCUSSION

STUDENT A's QUESTIONS (Do not show these to student B)

- a) What did you think when you read the headline?
- b) What springs to mind when you hear the word 'donut'?
- c) What is your opinion of donuts?
- d) Do you prefer the spelling 'donut' or doughnut'?
- e) Do you think Krispy Kreme should stop selling its Iced Dough-Vo donut?
- f) What do you think of the names of the donuts and biscuits in the article?
- g) If you were the judge in the court, what would you decide?
- h) What do you think happens on World Donut Day (it's in June)?
- i) Are you surprised by anything you read in the article?
- j) What kind of trademarks can you put on a cookie and biscuit?

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DONUTS DISCUSSION

STUDENT B's QUESTIONS (Do not show these to student A)

- a) Did you like reading this article?
- b) What do you know about donuts?
- c) Do you think Krispy Kreme customers are pretty smart?
- d) Why do you think Krispy Kreme is spelt with two Ks and not two Cs, and why is 'cream' incorrectly spelt?
- e) What are the main differences between a cookie and a donut?
- f) Does it sound to you like Krispy Kreme is breaching Arnott's trademark?
- g) Do you think it's OK for Krispy Kreme to name its Iced Dough-Vo donut to pay tribute to Arnott's Iced Vo-Vo biscuit?
- h) Do you think the war of words will escalate?
- i) What's your favourite donut and why?
- j) What questions would you ask John McGuigan?

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LANGUAGE

The Krispy Kreme donut company may be (1) ____ trouble because of one of its new donuts. A war of words has started between Krispy Kreme Australia and Australia's biggest cookie company, Arnott. The biscuit company wants to take Krispy Kreme (2) ____ court. Arnott's legal team says the Krispy Kreme Iced Dough-Vo donut is a copy of its own Iced Vo-Vo biscuit. Arnott has had a trademark on the Vo-Vo (3) ____ 1906. It is one of Australia's best-(4) ____ cookies. Arnott's lawyers say the Krispy Kreme donut is almost identical to its biscuit, both in name and in recipe. It also looks (5) ____, with its pink icing and coconut sprinkling. Arnott has asked Krispy Kreme to stop selling the Iced Dough-Vo. If it doesn't, Arnott will take legal action and (6) ____ Krispy Kreme.

Krispy Kreme sees no problem with its Iced Dough-Vo. A spokesman for the company, John McGuigan, told reporters that the two (7) ____ were quite different, and that the public would not (8) ____ the two. "Krispy Kreme customers are (9) ____ smart. They can tell the difference between a doughnut and a biscuit," he said. Mr. McGuigan added his lawyers looked (10) ____ Arnott's accusation and decided they were wrong. He said: "We did receive a request from lawyers representing Arnott that we (11) ____ our donuts from the shelves in our stores because we were allegedly in breach of various trademarks. We've taken advice, and the (12) ____ is that's not the case." McGuigan also said the similarity of the name was just a tribute to Arnott's famous biscuit.

Put the correct words from the table below in the above article.

- | | | | | |
|-----|------------------|----------------|----------------|---------------|
| 1. | (a) in | (b) on | (c) at | (d) out |
| 2. | (a) on | (b) to | (c) by | (d) at |
| 3. | (a) for | (b) in | (c) since | (d) by |
| 4. | (a) love affair | (b) lover | (c) loving | (d) loved |
| 5. | (a) similarities | (b) simile | (c) similarity | (d) similar |
| 6. | (a) sew | (b) so | (c) sue | (d) stew |
| 7. | (a) products | (b) producer | (c) production | (d) produced |
| 8. | (a) confusion | (b) confuse | (c) confused | (d) confusing |
| 9. | (a) cute | (b) attractive | (c) pretty | (d) lovely |
| 10. | (a) into | (b) inside | (c) in | (d) inner |
| 11. | (a) wither | (b) without | (c) withhold | (d) withdraw |
| 12. | (a) advise | (b) advice | (c) advisor | (d) advising |

HOMework

1. VOCABULARY EXTENSION: Choose several of the words from the text. Use a dictionary or Google's search field (or another search engine) to build up more associations / collocations of each word.

2. INTERNET: Search the Internet and find out more about Krispy Kreme donuts. Share what you discover with your partner(s) in the next lesson.

3. FOOD CHAINS: Make a poster about different food chain stores. Write about the good and bad things of each one? Show your work to your classmates in the next lesson. Did you all have similar things?

4. WAR OF WORDS: Write a magazine article about two famous companies who hate each other. Explain why they hate each other. Include imaginary interviews with a spokesperson from each company.

Read what you wrote to your classmates in the next lesson. Write down any new words and expressions you hear from your partner(s).

5. LETTER: Write a letter to Krispy Kreme spokesman John McGuigan. Ask him three questions about his company. Give him three ideas on what kind of products Krispy Kreme should sell next. Read your letter to your partner(s) in your next lesson. Your partner(s) will answer your questions.

ANSWERS

TRUE / FALSE:

a. F b. T c. F d. F e. T f. T g. F h. T

SYNONYM MATCH:

- | | |
|-----------------|-------------------|
| 1. war of words | a. argument |
| 2. copy | b. replica |
| 3. best-loved | c. favourite |
| 4. identical | d. the same |
| 5. sprinkling | e. topping |
| 6. spokesman | f. representative |
| 7. confuse | g. mistake |
| 8. smart | h. intelligent |
| 9. allegedly | i. supposedly |
| 10. just | j. simply |

PHRASE MATCH:

- | | |
|--------------------------------------|-----------------------------|
| 1. A war of | a. words has started |
| 2. The biscuit company wants to take | b. Krispy Kreme to court. |
| 3. It is one of Australia's best- | c. loved cookies |
| 4. the Krispy Kreme donut is almost | d. identical to its biscuit |
| 5. Arnott will take legal action and | e. sue Krispy Kreme |
| 6. customers are pretty | f. smart |
| 7. lawyers looked into Arnott's | g. accusation |
| 8. withdraw our donuts from the | h. shelves in our stores |
| 9. in breach of various | i. Trademarks |
| 10. a tribute to | j. Arnott's famous biscuit |

GAP FILL:

Krispy Kreme in donut war over recipe

The Krispy Kreme donut company may be in **trouble** because of one of its new donuts. A war of **words** has started between Krispy Kreme Australia and Australia's biggest cookie company, Arnott. The biscuit company wants to **take** Krispy Kreme to court. Arnott's legal team says the Krispy Kreme Iced Dough-Vo donut is a **copy** of its own Iced Vo-Vo biscuit. Arnott has had a trademark on the Vo-Vo since 1906. It is one of Australia's best-**loved** cookies. Arnott's lawyers say the Krispy Kreme donut is almost **identical** to its biscuit, both in name and in recipe. It also looks similar, with its pink icing and coconut sprinkling. Arnott has asked Krispy Kreme to stop **selling** the Iced Dough-Vo. If it doesn't, Arnott will take legal **action** and sue Krispy Kreme.

Krispy Kreme sees no **problem** with its Iced Dough-Vo. A spokesman for the company, John McGuigan, told reporters that the two products were **quite different, and** that the public would not confuse the two. "Krispy Kreme customers are pretty **smart**. They can tell the difference between a doughnut and a biscuit," he said. Mr. McGuigan added his lawyers **looked** into Arnott's accusation and decided they were wrong. He said: "We did receive a **request** from lawyers representing Arnott that we withdraw our donuts from the **shelves** in our stores because we were allegedly in breach of **various** trademarks. We've taken advice, and the advice is that's not the case." McGuigan also said the similarity of the name was just a **tribute** to Arnott's famous biscuit.

LANGUAGE WORK

1 - a 2 - b 3 - c 4 - d 5 - d 6 - c 7 - a 8 - b 9 - c 10 - a 11 - d 12 - b