

www.Breaking News English.com

Ready-to-Use English Lessons by Sean Banville

**"1,000 IDEAS & ACTIVITIES
FOR LANGUAGE TEACHERS"**

www.breakingnewsenglish.com/book.html

**Thousands more free lessons
from Sean's other websites**

www.freematerials.com/sean_banville_lessons.html

Level 3

Budweiser beer renamed 'America'

13th May, 2016

<http://www.breakingnewsenglish.com/1605/160513-america.html>

Contents

The Article	2	Discussion (Student-Created Qs)	14
Warm-Ups	3	Language Work (Cloze)	15
Before Reading / Listening	4	Spelling	16
While Reading / Listening	5	Put The Text Back Together	17
Match The Sentences And Listen	6	Put The Words In The Right Order	18
Listening Gap Fill	7	Circle The Correct Word	19
Comprehension Questions	8	Insert The Vowels (a, e, i, o, u)	20
Multiple Choice - Quiz	9	Punctuate The Text And Add Capitals	21
Role Play	10	Put A Slash (/) Where The Spaces Are	22
After Reading / Listening	11	Free Writing	23
Student Survey	12	Academic Writing	24
Discussion (20 Questions)	13	Homework	25
		Answers	26

Please try Levels 0, 1 and 2 (they are easier).

Twitter



twitter.com/SeanBanville

Facebook



www.facebook.com/pages/BreakingNewsEnglish/155625444452176

Google +



<https://plus.google.com/+SeanBanville>

THE ARTICLE

From <http://www.BreakingNewsEnglish.com/1605/160513-america.html>

One of the world's most famous beer companies is changing the name of its best-selling beer. The company is Anheuser-Busch (AB), which is the USA's largest maker of beer. It is going to change the name of its Budweiser beer to 'America'. The name change will be only for six months, between May 23 and November. A company spokesperson said the name change is to try and increase sales. Budweiser used to be the USA's most popular beer but it has been losing market share for over 25 years. The word 'America' will replace the word 'Budweiser' on its cans. It will also use the same font that AB uses for Budweiser. In addition, the initials "AB" will be replaced by "US".

The new name and labeling is part of Budweiser's summer-long campaign called "America is in Your Hands". There are many important national days during the campaign period, starting with the Memorial Day weekend on May 30 and ending with the presidential elections in November. In between are the summer Olympics and Labor Day. The company wants Americans to feel proud of America – both the company and the beer. Budweiser's vice president Ricardo Marques said: "Budweiser has always strived to embody America in a bottle, and we're honoured to salute this great nation, where our beer has been passionately brewed for the past 140 years."

Sources: <http://www.wsj.com/articles/budweiser-to-rebrand-beer-to-america-through-elections-1462924800>
<http://www.bbc.com/news/business-36260352>
<http://www.npr.org/sections/thetwo-way/2016/05/10/477499942/budweiser-will-call-itself-america-for-a-limited-time>

WARM-UPS

1. AMERICA: Students walk around the class and talk to other students about America. Change partners often and share your findings.

2. CHAT: In pairs / groups, talk about these topics or words from the article. What will the article say about them? What can you say about these words and your life?

famous / beer / companies / change / increase / popular / market share / initials / labeling / national days / campaign / presidential elections / summer / bottle

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

3. COUNTRY NAMES: Students A **strongly** believe country names should not be used for product names; Students B **strongly** believe that is OK to use a country name as a product name. Change partners again and talk about your conversations.

4. NAME CHANGES: What would be a better name for these products and why? Complete this table with your partner(s). Change partners often and share what you wrote.

	New name	Why?
McDonald's Big Mac		
Apple iPhone		
Coca-Cola		
Sony PlayStation		
Facebook		
Toyota Corolla		

5. BEER: Spend one minute writing down all of the different words you associate with the word "beer". Share your words with your partner(s) and talk about them. Together, put the words into different categories.

6. AMERICA: Rank these with your partner. Put the best products to be called 'America' at the top. Change partners often and share your rankings.

- a hamburger
- a car
- a phone
- a hat
- a video game
- a kind of coffee
- an airplane
- a headache tablet

BEFORE READING / LISTENING

From <http://www.BreakingNewsEnglish.com/1605/160513-america.html>

1. TRUE / FALSE: Read the headline. Guess if a-h below are true (T) or false (F).

- a. The company Anheuser-Busch has changed its name to 'America'. **T / F**
- b. Budweiser's name change will be just for six months. **T / F**
- c. The name change is to make the USA more famous in other nations. **T / F**
- d. The word 'America' will be in a brand new font on the beer cans. **T / F**
- e. A new Budweiser campaign is called "America is n Your Mouth". **T / F**
- f. The campaign will end after the US presidential election. **T / F**
- g. The company wants to increase people's pride in the USA. **T / F**
- h. Budweiser has been made in the USA for around 140 years. **T / F**

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

- | | |
|-----------------|-------------------|
| 1. famous | a. tried hard |
| 2. maker | b. exchange |
| 3. spokesperson | c. manufacturer |
| 4. replace | d. prepared |
| 5. in addition | e. drive |
| 6. campaign | f. well known |
| 7. starting | g. honour |
| 8. strived | h. representative |
| 9. salute | i. beginning |
| 10. brewed | j. also |

3. PHRASE MATCH: (Sometimes more than one choice is possible.)

- | | |
|------------------------------------|-----------------------------|
| 1. changing the name of its best- | a. salute this great nation |
| 2. try and increase | b. proud of America |
| 3. it has been losing market | c. font |
| 4. It will also use the same | d. long campaign |
| 5. the initials "AB" will be | e. sales |
| 6. part of Budweiser's summer- | f. share |
| 7. ending with the presidential | g. brewed |
| 8. feel | h. replaced by "US" |
| 9. we're honoured to | i. elections |
| 10. our beer has been passionately | j. selling beer |

GAP FILL

From <http://www.BreakingNewsEnglish.com/1605/160513-america.html>

One of the world's most famous beer companies is changing the name of its best-(1) _____ beer. The company is Anheuser-Busch (AB), which is the USA's largest (2) _____ of beer. It is going to change the name of its Budweiser beer to 'America'. The name change will be (3) _____ for six months, between May 23 and November. A company spokesperson said the name change is to try and increase (4) _____. Budweiser used to be the USA's most (5) _____ beer but it has been losing (6) _____ share for over 25 years. The word 'America' will replace the word 'Budweiser' on its cans. It will also use the same (7) _____ that AB uses for Budweiser. In addition, the (8) _____ "AB" will be replaced by "US".

only
selling
sales
font
maker
initials
popular
market

The new name and (9) _____ is part of Budweiser's summer-long (10) _____ called "America is in Your Hands". There are many important national days during the campaign (11) _____, starting with the Memorial Day weekend on May 30 and ending with the presidential (12) _____ in November. In between are the summer Olympics and Labor Day. The company wants Americans to feel (13) _____ of America – both the company and the beer. Budweiser's vice president Ricardo Marques said: "Budweiser has (14) _____ strived to embody America in a (15) _____, and we're honoured to salute this great nation, where our beer has been passionately (16) _____ for the past 140 years."

period
labeling
always
campaign
brewed
proud
bottle
elections

LISTENING – Guess the answers. Listen to check.

From <http://www.BreakingNewsEnglish.com/1605/160513-america.html>

- 1) One of the word's most famous beer companies is changing the name _____ beer
 - a. of this best-selling
 - b. of its beast-selling
 - c. of its best-selling
 - d. of its past-selling
- 2) It is going to change the name of its Budweiser _____
 - a. beer for 'America'
 - b. beer two 'America'
 - c. beer too 'America'
 - d. beer to 'America'
- 3) A company spokesperson said the name change is to try _____
 - a. and increase sells
 - b. and increase sales
 - c. and increases sales
 - d. and increased sales
- 4) Budweiser used to be the USA's most popular beer but it has been _____
 - a. lose in market share
 - b. losing market share
 - c. lost in market share
 - d. losing market shares
- 5) The word 'America' will replace the word 'Budweiser' _____
 - a. on its cans
 - b. on this cans
 - c. on its scans
 - d. on its can
- 6) The new name and labeling is part of Budweiser's _____
 - a. summer-long campaign
 - b. summer-long campaigns
 - c. summer-long campaigner
 - d. summer-longs campaign
- 7) There are many important national days during _____
 - a. the campaign periods
 - b. the campaign period
 - c. the campaigns period
 - d. the campaigns periods
- 8) The company wants Americans to feel _____
 - a. proud of America
 - b. pride of America
 - c. proud off America
 - d. pride off America
- 9) Budweiser has always strived to embody _____
 - a. America on a bottle
 - b. America in the bottle
 - c. America in a bottles
 - d. America in a bottle
- 10) where our beer has been passionately brewed for _____ years
 - a. the pest 140
 - b. the paste 140
 - c. the past 140
 - d. the passed 140

LISTENING – Listen and fill in the gaps

From <http://www.BreakingNewsEnglish.com/1605/160513-america.html>

One of the world's most famous beer companies (1) _____ name of its best-selling beer. The company is Anheuser-Busch (AB), which is the USA's largest maker of beer. It is going to (2) _____ of its Budweiser beer to 'America'. The name change (3) _____ six months, between May 23 and November. A company spokesperson said the name change is to try (4) _____. Budweiser used to be the USA's most popular beer but it has been losing (5) _____ over 25 years. The word 'America' will replace the word 'Budweiser' on its cans. It will also use the same font that AB uses for Budweiser. In (6) _____ "AB" will be replaced by "US".

The new name and (7) _____ of Budweiser's summer-long campaign called "America is in Your Hands". There are many important national days (8) _____ period, starting with the Memorial Day weekend on May 30 and ending with the (9) _____ in November. In between are the summer Olympics and Labor Day. The company (10) _____ proud of America – both the company and the beer. Budweiser's vice president Ricardo Marques said: "Budweiser (11) _____ to embody America in a bottle, and we're honoured to salute this great nation, where our beer has been passionately (12) _____ 140 years."

COMPREHENSION QUESTIONS

From <http://www.BreakingNewsEnglish.com/1605/160513-america.html>

1. What is the name of the company that makes Budweiser?
2. For how long will Budweiser have its new name?
3. When will the name change begin?
4. For how long has Budweiser been losing market share?
5. What will the initials "AB" change to on Budweiser cans?
6. What is the name of Budweiser's summer-long campaign?
7. What is happening on May 30th in the USA?
8. What is happening in the USA at the end of the campaign?
9. What is the position of Ricardo Marquez in Budweiser?
10. For how long has Budweiser been brewed in the USA?

MULTIPLE CHOICE - QUIZ

From <http://www.BreakingNewsEnglish.com/1605/160513-america.html>

- 1) What is the name of the company that makes Budweiser?
 - a) Jack Daniels
 - b) Anheuser-Busch
 - c) Nestle
 - d) Coca-Cola
- 2) For how long will Budweiser have its new name?
 - a) 2 weeks
 - b) a month
 - c) 3 months
 - d) 6 months
- 3) When will the name change begin?
 - a) May 23
 - b) May 24
 - c) May 25
 - d) May 26
- 4) For how long has Budweiser been losing market share?
 - a) 22 years
 - b) 20 years
 - c) 25 years
 - d) 28 years
- 5) What will the initials "AB" change to on Budweiser cans?
 - a) "BA"
 - b) "US"
 - c) "AZ"
 - d) "AS"
- 6) What is the name of Budweiser's summer-long campaign?
 - a) America is in Your Hands
 - b) America is in Your Mouth
 - c) America is in Your Heart
 - d) America is in Your Stomach
- 7) What is happening on May 30th in the USA?
 - a) USA Beer Day
 - b) the summer Olympics
 - c) Memorial Day
 - d) an election
- 8) What is happening in the USA at the end of the campaign?
 - a) the presidential elections
 - b) a big conference
 - c) the Olympics
 - d) USA Beer Day
- 9) What is the position of Ricardo Marquez in Budweiser?
 - a) vice president
 - b) chief brewer
 - c) owner
 - d) CEO
- 10) For how long has Budweiser been brewed in the USA?
 - a) 110 years
 - b) 120 years
 - c) 130 years
 - d) 140 years

ROLE PLAY

From <http://www.BreakingNewsEnglish.com/1605/160513-america.html>

Role A – A hamburger

You think a hamburger is the best product to be called 'America'. Tell the others three reasons why. Tell them why their things should not be called 'America'. Also, tell the others which is the worst of these (and why): a hat, a video game or a headache tablet.

Role B – A hat

You think a hat is the best product to be called 'America'. Tell the others three reasons why. Tell them why their things should not be called 'America'. Also, tell the others which is the worst of these (and why): a hamburger, a video game or a headache tablet.

Role C – A video game

You think a video game is the best product to be called 'America'. Tell the others three reasons why. Tell them why their things should not be called 'America'. Also, tell the others which is the worst of these (and why): a hat, a hamburger or a headache tablet.

Role D – A headache tablet

You think a headache tablet is the best product to be called 'America'. Tell the others three reasons why. Tell them why their things should not be called 'America'. Also, tell the others which is the worst of these (and why): a hat, a video game or a hamburger.

AFTER READING / LISTENING

From <http://www.BreakingNewsEnglish.com/1605/160513-america.html>

1. WORD SEARCH: Look in your dictionary / computer to find collocates, other meanings, information, synonyms ... for the words 'name' and 'change'.

name	change

- 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">• selling• largest• six• try• share• addition	<ul style="list-style-type: none">• long• during• 30• between• vice• 140
--	---

AMERICA SURVEY

From <http://www.BreakingNewsEnglish.com/1605/160513-america.html>

Write five GOOD questions about America 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.

AMERICA DISCUSSION

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

1. What did you think when you read the headline?
2. What springs to mind when you hear the word 'America'?
3. What do you think about what you read?
4. What do you think of companies or products changing names?
5. What do you know about Budweiser?
6. Should Budweiser change its name forever to America?
7. Which is the better name, Budweiser or America?
8. How successful do you think the name change will be?
9. What other things would sell well if they were called America?
10. Would you buy things if they were called by your country's name?

Budweiser beer renamed 'America' – 13th May, 2016
Thousands more free lessons at www.BreakingNewsEnglish.com

AMERICA DISCUSSION

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

11. Did you like reading this article? Why/not?
12. How important is labeling?
13. Should Budweiser extend its campaign if the beer sells well?
14. Is it important to buy things made in your own country?
15. How proud are you of your country?
16. What things does your country make that you are proud of?
17. What things best embody your country?
18. How great is your nation?
19. What other products do you know that have been renamed?
20. What questions would you like to ask the CEO of Budweiser?

DISCUSSION (Write your own questions)

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

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____

Copyright © www.BreakingNewsEnglish.com 2016

DISCUSSION (Write your own questions)

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

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____

LANGUAGE - CLOZE

From <http://www.BreakingNewsEnglish.com/1605/160513-america.html>

One of the world's most famous beer companies is changing the name of its best- (1) _____ beer. The company is Anheuser-Busch (AB), which is the USA's largest (2) _____ of beer. It is going to change the name of (3) _____ Budweiser beer to 'America'. The name change will be only for six months, between May 23 and November. A company spokesperson said the name change is to (4) _____ and increase sales. Budweiser used to be the USA's most popular beer but it has been losing market (5) _____ for over 25 years. The word 'America' will replace the word 'Budweiser' on its cans. It will also use the same font that AB uses for Budweiser. In addition, the (6) _____ "AB" will be replaced by "US".

The new name and (7) _____ is part of Budweiser's summer-long campaign called "America is in Your Hands". There are many important national days during the campaign period, starting (8) _____ the Memorial Day weekend on May 30 and ending with the presidential elections in November. In between are the summer Olympics and Labor Day. The company wants Americans to feel (9) _____ of America - (10) _____ the company and the beer. Budweiser's vice president Ricardo Marques said: "Budweiser has always strived to (11) _____ America in a bottle, and we're honoured to salute this great nation, where our beer has been (12) _____ brewed for the past 140 years."

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

- | | | | | |
|-----|------------------|--------------|--------------|----------------|
| 1. | (a) sales | (b) sold | (c) selling | (d) seller |
| 2. | (a) maker | (b) baker | (c) taker | (d) faker |
| 3. | (a) one | (b) its | (c) that | (d) this |
| 4. | (a) trail | (b) fry | (c) trial | (d) try |
| 5. | (a) part | (b) divide | (c) share | (d) area |
| 6. | (a) initialise | (b) initials | (c) initial | (d) initially |
| 7. | (a) labeling | (b) handles | (c) spades | (d) quests |
| 8. | (a) at | (b) to | (c) on | (d) with |
| 9. | (a) fashion | (b) apt | (c) proud | (d) thirsty |
| 10. | (a) whole | (b) every | (c) all | (d) both |
| 11. | (a) bodily | (b) embody | (c) bodied | (d) bodice |
| 12. | (a) passionately | (b) passion | (c) passions | (d) passionate |

SPELLING

From <http://www.BreakingNewsEnglish.com/1605/160513-america.html>

Paragraph 1

1. the world's most uamfos beer companies
2. the USA's eglstar maker of beer
3. A company enoksessopr
4. try and asencier sales
5. the USA's most pproaul beer
6. the iinsalti "AB" will be replaced by "US"

Paragraph 2

7. Budweiser's summer-long cnmpgaia
8. important iaanolt days
9. the presidential tseeniocl
10. feel rduop of America
11. salute this great itnnoa
12. our beer has been passionately rebdeu

PUT THE TEXT BACK TOGETHER

From <http://www.BreakingNewsEnglish.com/1605/160513-america.html>

Number these lines in the correct order.

- () for Budweiser. In addition, the initials "AB" will be replaced by "US".
- () and the beer. Budweiser's vice president Ricardo Marques said: "Budweiser has
- (**1**) One of the world's most famous beer companies is changing the name of its best-selling beer. The company is
- () popular beer but it has been losing market share for over 25 years. The word 'America' will
- () Anheuser-Busch (AB), which is the USA's largest maker of beer. It is going to change the name of its Budweiser beer
- () to 'America'. The name change will be only for six months, between May 23 and November. A company
- () The new name and labeling is part of Budweiser's summer-long campaign called "America is in
- () always strived to embody America in a bottle, and we're honoured to salute this
- () replace the word 'Budweiser' on its cans. It will also use the same font that AB uses
- () spokesperson said the name change is to try and increase sales. Budweiser used to be the USA's most
- () great nation, where our beer has been passionately brewed for the past 140 years."
- () Olympics and Labor Day. The company wants Americans to feel proud of America – both the company
- () Your Hands". There are many important national days during the campaign period, starting with the Memorial Day weekend
- () on May 30 and ending with the presidential elections in November. In between are the summer

PUT THE WORDS IN THE RIGHT ORDER

From <http://www.BreakingNewsEnglish.com/1605/160513-america.html>

1. the of One companies beer famous most world's .
2. The only name for change six will months be .
3. USA's used most to popular be beer the Budweiser .
4. has market over It losing for years been share 25 .
5. AB will the that It use font uses also same .
6. campaign Budweiser's Labeling summer is - part long of .
7. the during days national important Many period campaign .
8. to The feel company proud wants of Americans America .
9. to this nation honoured salute great We're .
10. past Beer passionately the years been for 140 has brewed .

CIRCLE THE CORRECT WORD (20 PAIRS)

From <http://www.BreakingNewsEnglish.com/1605/160513-america.html>

One of the world's most famous beer companies *is / are* changing the name of its best-selling beer. The company is Anheuser-Busch (AB), which is the USA's largest maker *for / of* beer. It is going to change *a / the* name of its Budweiser beer to 'America'. The name change will be only *from / for* six months, between May 23 and November. A *company / companies* spokesperson said the name change is to *try / trial* and increase sales. Budweiser *used / uses* to be the USA's most popular beer but it has been losing market *share / sharing* for over 25 years. The word 'America' will replace the word 'Budweiser' on its *cans / canned*. It will also use the same font that AB uses for Budweiser. In addition, the *initial / initials* "AB" will be replaced by "US".

The new name and labeling is *party / part* of Budweiser's summer-long campaign called "America is in Your Hands". There are *most / many* important national days *daring / during* the campaign period, starting with the Memorial Day weekend *in / on* May 30 and ending with the *presidential / president* elections in November. In *between / among* are the summer Olympics and Labor Day. The company wants Americans to feel *pride / proud* of America – both the company and the beer. Budweiser's vice president Ricardo Marques said: "Budweiser has always *strived / starved* to embody America in a bottle, and we're honoured to *salute / state* this great nation, where our beer has been passionately *brewing / brewed* for the past 140 years."

Talk about the connection between each pair of words in italics, and why the correct word is correct.

INSERT THE VOWELS (a, e, i, o, u)

From <http://www.BreakingNewsEnglish.com/1605/160513-america.html>

n _f th_ w_rld's m_st f_m__s b__r c_mpn__s _s
ch_ng_ng th_ n_m_ _f _ts b_st-s_ll_ng b__r. Th_
c_mpn_y _s _nh__s_r-B_sch (_B), wh_ch _s th_ _S_'s
l_rg_st m_k_r _f b__r. _t _s g__ng t_ ch_ng_ th_ n_m_
_f _ts B_dw__s_r b__r t_ 'm_r_c_'. Th_ n_m_ ch_ng_
w_ll b_ _nly f_r s_x m_nths, b_tw__n M_y 23 _nd
N_v_mb_r. _ c_mpn_y sp_k_sp_rs_n s__d th_ n_m_
ch_ng_ _s t_ try _nd _ncr__s_s_l_s. B_dw__s_r _s_d
t_ b_ th_ _S_'s m_st p_p_l_r b__r b_t t_h_s b__n
l_s_ng m_rk_t sh_r_ f_r _v_r 25 y__rs. Th_ w_rd
'm_r_c_' w_ll r_pl_c_ th_ w_rd 'B_dw__s_r' _n_t_s
c_ns. _t w_ll _ls_ _s_ th_ s_m_ f_nt th_t _B_ _s_s_f_r
B_dw__s_r. _n _dd_t__n, th_ _n_t__ls "_B" w_ll b_
r_pl_c_d by "_S".

Th_ n_w n_m_ _nd l_b_l_ng _s p_rt _f B_dw__s_r's
s_mm_r-l_ng c_mpn__gn c_ll_d "_m_r_c_ _s _n Y__r
H_nds". Th_r_ _r_ m_ny _mp_rt_nt n_t__n_l d_ys
d_r_ng th_ c_mpn__gn p_r__d, st_rt_ng w_th th_
M_m_r__l D_y w__k_nd _n M_y 30 _nd _nd_ng w_th th_
pr_s_d_nt_l_l_ct__ns _n N_v_mb_r. _n b_tw__n _r_
th_ s_mm_r _lymp_cs _nd L_b_r D_y. Th_ c_mpn_y
w_nts _m_r_c_ns t_ f__l pr__d _f _m_r_c_ - b_th th_
c_mpn_y _nd th_ b__r. B_dw__s_r's v_c_ pr_s_d_nt
R_c_rd_ M_rq__s_s__d: "B_dw__s_r h_s _lw_ys str_v_d
t_ _mb_dy _m_r_c_ _n _b_ttl_, _nd w_'r_h_n__r_d t_
s_l_t_ th_s gr__t n_t__n, wh_r_ _r b__r h_s b__n
p_ss__n_t_ly br_w_d_f_r th_ p_st 140 y__rs."

PUNCTUATE THE TEXT AND ADD CAPITALS

From <http://www.BreakingNewsEnglish.com/1605/160513-america.html>

One of the world's most famous beer companies is changing the name of its best-selling beer the company is anheuser-busch (ab) which is the usa's largest maker of beer it is going to change the name of its budweiser beer to 'america' the name change will be only for six months between may 23 and november a company spokesperson said the name change is to try and increase sales budweiser used to be the usa's most popular beer but it has been losing market share for over 25 years the word 'america' will replace the word 'budweiser' on its cans it will also use the same font that ab uses for budweiser in addition the initials "ab" will be replaced by "us"

the new name and labeling is part of budweiser's summer-long campaign called "america is in your hands" there are many important national days during the campaign period starting with the memorial day weekend on may 30 and ending with the presidential elections in november in between are the summer olympics and labor day the company wants americans to feel proud of america – both the company and the beer budweiser's vice president ricardo marques said "budweiser has always strived to embody america in a bottle and we're honoured to salute this great nation where our beer has been passionately brewed for the past 140 years"

PUT A SLASH (/) WHERE THE SPACES ARE

From <http://www.BreakingNewsEnglish.com/1605/160513-america.html>

One of the world's most famous beer companies is changing the name of its best-selling beer. The company is Anheuser-Busch (AB), which is the USA's largest maker of beer. It is going to change the name of its Budweiser beer to 'America'. The name change will be only for six months, between May 23 and November. A company spokesperson said the name change is to try and increase sales. Budweiser used to be the USA's most popular beer but it has been losing market share for over 25 years. The word 'America' will replace the word 'Budweiser' on its cans. It will also use the same font that AB uses for Budweiser. In addition, the initials "AB" will be replaced by "US". The new name and labeling is part of Budweiser's summer-long campaign called "AmericaisinYourHands". There are many important national days during the campaign period, starting with the Memorial Day weekend on May 30 and ending with the presidential elections in November. In between are the summer Olympics and Labor Day. The company wants Americans to feel proud of America – both the company and the beer. Budweiser's vice president Ricardo Marquess said: "Budweiser has always strived to embody America in a bottle, and we're honoured to salute this great nation, where our beer has been passionately brewed for the past 140 years."

FREE WRITING

From <http://www.BreakingNewsEnglish.com/1605/160513-america.html>

Write about **America** for 10 minutes. Comment on your partner's paper.

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 Budweiser. Share what you discover with your partner(s) in the next lesson.

3. TOP BRAND: Make a poster about the top brand in your country. Show your work to your classmates in the next lesson. Did you all have similar things?

4. NAME CHANGE: Write a magazine article about a product changing its name to your country's name. Include imaginary interviews with people who are for and against this.

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. WHAT HAPPENED NEXT? Write a newspaper article about the next stage in this news story. Read what you wrote to your classmates in the next lesson. Give each other feedback on your articles.

6. LETTER: Write a letter to an expert on branding. Ask him/her three questions about it. Give him/her three of your ideas on how to sell things better. Read your letter to your partner(s) in your next lesson. Your partner(s) will answer your questions.

ANSWERS

TRUE / FALSE (p.4)

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

SYNONYM MATCH (p.4)

- | | |
|-----------------|-------------------|
| 1. famous | a. well known |
| 2. maker | b. manufacturer |
| 3. spokesperson | c. representative |
| 4. replace | d. exchange |
| 5. in addition | e. also |
| 6. campaign | f. drive |
| 7. starting | g. beginning |
| 8. strived | h. tried hard |
| 9. salute | i. honour |
| 10. brewed | j. prepared |

COMPREHENSION QUESTIONS (p.8)

1. Anheuser-Busch
2. Six months
3. May 23
4. 25 Years
5. "US"
6. America is in Your Hands"
7. Memorial Day
8. The presidential election
9. Vice president
10. 140 years

MULTIPLE CHOICE - QUIZ (p.9)

1. b 2. d 3. a 4. c 5. b 6. a 7. c 8. a 9. a 10. d

ALL OTHER EXERCISES

Please check for yourself by looking at the Article on page 2.
(It's good for your English ;-)