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## **Beans Meanz a bit less from Heinz!**

*Long version of English lesson plan*

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<b>Ideas and Articles by David Robinson</b>	

**11<sup>th</sup> November 2009**

**Category: Lifestyle / Europe / Baked beans**  
**Level: Intermediate / Upper intermediate**

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## THE ARTICLE

### **In Europe Beanz Meanz a bit less from Heinz!**

Baked beans lovers in Germany and Austria recently kicked up a bit of a fuss after it emerged that tins of the famous Heinz variety contained fewer beans than cans sold in Britain. European fans of the famous Heinz product have been angered after it emerged in an Austrian newspaper that the British variety are superior to its European counterpart. In fact, tins in Austria and Germany were found to have a less tasty sauce and a more watery taste than their British equivalent. Heinz that for decades has used the famous slogan 'Beanz Meanz Heinz' has been under attack from fans following the *Austrian Times* comparative study. This followed complaints from its readers following the launch earlier this year of Heinz Gebackene Bohnen that is a version of the British original but destined for the German speaking world. Heinz, famous for its 57 varieties, is now struggling to explain what is meant by this 58<sup>th</sup> variety. According to the Austrian newspaper the European variety of Beanz Meanz a rip off for fans.

David Rogers editor of the *Austrian Times*: "The readers were correct. We did a poll which found that many people felt the German Heinz baked beans were substandard and when we tested them we had to agree." The English language newspaper in Vienna asked 20 people to carry out a taste test. The result reported was that the German baked beans were a pale copy of the original. Suzana Vega who was one of the testers said, "If you shake the tin the contents of the German tin sloshes around which doesn't with the British tin. The sauce when you pour it out is a lot more watery and it's much paler, watery looking colour than the thick tomato colour of the British beans." Labelling on the British Heinz tins states it is more than half full with beans. The German version contains less than half. British beans also have 5% more tomato in their sauce than the German product, which contains more water, sugar and salt instead.

Heinz Joseph from Germany was disappointed with the new product:

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"I was delighted when they went on sale in Germany but then I realised they just don't taste the same. I think it's very unfair for German bean lovers." A spokesperson from Heinz said: "The subtle blend of Heinz spicing, sauce and beans can vary slightly in different countries depending on local tastes and consumer preferences. Quality is always paramount. The UK is the baked bean capital of the world and we sell 1.5m cans of Heinz Beanz a day. They are simply part of the British diet." British fans might ask themselves is this something to do with EU regulations?

One answer to all of this is to do what beanz loving expat's in Luxembourg have done for years – import the original! Local expat shops do a roaring trade selling them. The European can sold there that's made in Holland is more watery and less salty than the British equivalent. In Vienna the same is now happening. Expat supermarket shop owner Johnny Szewczuk: "When the local supermarket chains started selling these other Heinz baked beans we assumed that there wouldn't be much demand for the genuine British beans which we sell. But they have now become our best-selling item because many more people are aware of the product and the word has got out that British Heinz baked beans are far superior. Otherwise people wouldn't be coming here and paying more for imported Heinz baked beans. Some people come and take away whole boxes at a time." In nearby Slovakia, British supermarket chain Tesco that operates in Eastern and Central Europe thankfully sells the original!

## LET'S START

**1. Baked beans:** Do you eat baked beans? Do your friends eat baked beans? What country in the world eats the most baked beans? Think of 3 things you know about Heinz products? Go round the room swapping details.

**2. Dictation:** The teacher will read 4 to 6 lines of the article slowly and clearly. Students will write down what they hear. The teacher will repeat the passage slowly again. Self correct your work from page 2 - filling in spaces and correcting mistakes. Be honest with yourself on the number of errors. Advise the teacher of your total number of errors. Less than 5 is very good. 10 are acceptable. Any more is room for improvement! More than 20 - we need to do some work!

**3. Reading:** Get students to read the passage aloud. Swap readers every paragraph.

**4. Vocabulary:** Students look through the article. Underline/highlight any vocabulary you do not know. Look in dictionaries. Discuss and help each other out. The teacher will go through & explain any words or phrases you do not understand.

**5. The article:** Students look through the article with the teacher.

- a) What is the article about?
- b) What do you think about Heinz Baked Beans?
- c) Why do you think Heinz has changed the flavour and quality of a tin of baked beans in Germany and Austria?

**6. Let's tell a story! A tin of beans:** Below are 20 words and phrases from the article. Use them to compile a story 'In Europe Beanz Meanz a bit less from Heinz.' (Imagine!) Add 2 words of your own. Tell your story to your partner. (*Maybe tick off your words as you tell it*)

1	baked beans	11	57 varieties
2	demand	12	Germany
3	tomato sauce	13	labelling on the tin
4	Austria	14	a bit of a fuss
5	Beans Meanz Heinz	15	a spokesperson
6	British	16	the original
7	Luxembourg	17	Vienna
8	baked bean capital	18	British diet
9	a taste test	19	German version
10	Austrian Times	20	Slovakia

Your choice 1 \_\_\_\_\_ Your choice 2 \_\_\_\_\_

**The teacher** will choose some pairs to discuss their stories in front of the class.

**7. Let's debate:** In pairs. Students A think Heinz Baked Beans are number one. Students B think otherwise – choose an alternative brand. Explain why.

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**8. Let's write! A business e-mail:** Write and send a business e-mail to your teacher about the marketing you are about to do with the new Heinz Gebackene Bohnen baked beans for the German speaking market. Bullet point 6 main marketing points you will use to promote the new 'variety' of baked beans. (Imagine!) (You might need to use the internet) Your e-mail can be read out in class.

**9. Let's talk! In the pub:** In pairs. You are both in a pub in England. One of you has just finished a meal of sausages, mash (mashed potato) and baked beans. The other has just finished a plate of Cornish Pasty and baked beans. Both dishes are traditional British pub food. Discuss together what you like to eat in pubs. What you don't like. The quality of the food etc... *5-minutes*.

**10. Let's do 'The Article Quiz':** With your partner or in small groups: (*1 point for each correct answer. Lose ½ point if you look at the article for help!*)

**Student A**

- 1) Name the cities.
- 2) Name the countries.
- 3) What is the famous catch phrase?
- 4) How many varieties of Heinz are there?
- 5) Name the newspaper.
- 6) Which countries sell the original?
- 7) What did the spokesperson from Heinz say?

**Student B**

- 1) What is the name of the expat shop manager in Vienna
- 2) What does expat stand for?
- 3) How many cans of beans are eaten in the UK every day?
- 4) What do expats do in Luxembourg?
- 5) What is the difference between the German version and the UK version of a can of beans?
- 6) What did baked bean lovers in Germany and Austria recently do?
- 7) How many people were tested?

**11. Let's think! Comparisons:** Think of 5 brands of baked beans. Write them below. Which one is best? Which is the cheapest? Which one makes you fart more? Compare and discuss with your partner.

	5 baked beans brands
1	
2	
3	
4	
5	

**The teacher** will choose some pairs to discuss their findings in front of the class.

**12. Let's think! Baked beans:** Swap partners. With your new partner on the board write as many words to do with '**Baked beans**' as you can. *One-two minutes*. Compare with other teams. Using your words compile a short dialogue together.

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**13. Let's compile! Sentences:** Choose *six/nine* of the words from no 12. Write *two/three* sentences using *two/three* words in each. Underline your chosen words. The teacher will if necessary correct your work. Students might be asked to read their sentences aloud.

**14. Let's think! Comparisons:** Think of 5 Heinz products. Then add 5 other similar brand products. Write them below. Which is better? Do you eat any of these products? Compare and discuss with your partner.

5 Heinz products		5 other brand products	
1		1	
2		2	
3		3	
4		4	
5		5	

The teacher will choose some pairs to discuss their findings in front of the class.

**15. Let's be economic! The economic issues of baked beans:** Think of 4 economic advantages of eating Heinz Baked Beans. Add 4 economic issues Heinz (the company) faces today. Fill in the list below then discuss with your partner.

Economic advantages of eating Heinz Baked beans today			
1	_____	3	_____
2	_____	4	_____
Economic issues Heinz faces today			
1	_____	3	_____
2	_____	4	_____

The teacher will choose some pairs to tell their stories in front of the class.

**16. Presentation on Heinz products:** In pairs, groups or individually: Prepare in class or at home a 2-minute presentation on **Heinz products**. Stand at the front of the class to give your presentation to the class. The class can vote on the best presentation. Class – After the presentations go through the strong and weak points on each presentation. Learn from the results.

**17. Sentence starters:** Finish these sentence starters. Correct your mistakes. Compare what other people have written.

- a) I love to eat \_\_\_\_\_
- b) Baked beans \_\_\_\_\_
- c) Heinz Baked beans \_\_\_\_\_
- d) In Europe \_\_\_\_\_
- e) The new can of beans \_\_\_\_\_

## AFTER READING / LISTENING

**1. TRUE / FALSE:** After reading the article guess whether these sentences are true (T) or false (F):

- |                                                                   |       |
|-------------------------------------------------------------------|-------|
| a. Readers of the Berlin Times were asked about baked beans       | T / F |
| b. Heinz has 68 varieties of product                              | T / F |
| c. The German version has 5% more tomato than the British version | T / F |
| d. German baked beans have less water, sugar and pepper instead   | T / F |
| e. 30 people took part in the survey                              | T / F |
| f. Tesco sells Heinz original baked beans in Slovakia             | T / F |
| g. The British eat 1.6m cans of baked beans a day                 | T / F |
| h. The UK is the baked bean capital of the world                  | T / F |

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

- |                |            |
|----------------|------------|
| a. Fuss        | Gravy      |
| b. Tins        | Shoddy     |
| c. Fans        | Start      |
| d. Newspaper   | Commotion  |
| e. Sauce       | Spill      |
| f. Variety     | Journal    |
| g. Launch      | Globe      |
| h. World       | Admirers   |
| i. Substandard | Assortment |
| j. Slosh       | Cans       |

**3. PHRASE MATCH:** Match the following phrases from the article:

- |                                               |                                    |
|-----------------------------------------------|------------------------------------|
| a. Baked beans lovers in Germany and Austria  | famous for its 57 varieties        |
| b. it emerged that tins of the famous Heinz   | product have been angered          |
| c. European fans of the famous Heinz          | them we had to agree               |
| d. tins in Austria and Germany were found     | German tin sloshes around          |
| e. Heinz that for decades has used the famous | beans were substandard             |
| f. Heinz,                                     | more watery and it's much paler,   |
| g. many people felt the German Heinz baked    | variety contained fewer beans      |
| h. when we tested                             | slogan 'Beanz Meanz Heinz'         |
| i. "If you shake the tin the contents of the  | recently kicked up a bit of a fuss |
| j. The sauce when you pour it out is a lot    | to have a less tasty sauce         |

## GAP FILL: READING

Put the words into the gaps in the text.

### In Europe Beanz Meanz a bit less from Heinz!

Baked \_\_\_\_\_ lovers in Germany and Austria recently kicked up a bit of a \_\_\_\_\_ after it emerged that tins of the famous Heinz variety contained \_\_\_\_\_ beans than cans sold in Britain. European fans of the famous Heinz product have been angered after it emerged in an Austrian newspaper that the British variety are \_\_\_\_\_ to its European counterpart. In fact, tins in Austria and Germany were found to have a less tasty sauce and a more watery taste than their British \_\_\_\_\_. Heinz that for decades has used the famous slogan 'Beanz Meanz Heinz' has been under \_\_\_\_\_ from fans following the *Austrian Times* comparative study. This followed complaints from its readers following the \_\_\_\_\_ earlier this year of Heinz Gebackene Bohnen that is a version of the British original but destined for the German speaking world. Heinz, famous for its 57 varieties, is now struggling to explain what is meant by this 58<sup>th</sup> variety. According to the Austrian newspaper the European variety of Beanz Meanz a \_\_\_\_\_ for fans.

David Rogers editor of the *Austrian Times*: "The readers were correct. We did a \_\_\_\_\_ which found that many people felt the German Heinz baked beans were \_\_\_\_\_ and when we tested them we had to agree." The English language newspaper in Vienna asked 20 people to carry out a taste test. The result reported was that the German baked beans were a pale copy of the \_\_\_\_\_. Suzana Vega who was one of the testers said, "If you shake the \_\_\_\_\_ the contents of the German tin \_\_\_\_\_ around which doesn't with the British tin. The sauce when you pour it out is a lot more watery and it's much \_\_\_\_\_, watery looking colour than the thick tomato colour of the British beans." Labelling on the British Heinz tins states it is more than half full with beans. The German \_\_\_\_\_ contains less than half. British beans also have 5% more tomato in their sauce than the German product, which contains more water, sugar and salt \_\_\_\_\_.

*Rip off*  
*superior*  
*equivalent*  
*attack*  
*fewer*  
*launch*  
*beans*  
*fuss*  
*poll*  
*substandard*  
*original*  
*paler*  
*tin*  
*version*  
*instead*  
*sloshes*



## GAP FILL: LISTENING

Listen and fill in the spaces.

### In Europe Beanz Meanz a bit less from Heinz!

Baked beans \_\_\_\_\_ and Austria recently kicked up a bit of a fuss after it emerged that tins of the famous Heinz variety contained fewer beans than cans sold in Britain. European \_\_\_\_\_ Heinz product have been angered after it emerged in an Austrian newspaper that the British variety are superior to its European counterpart. In fact, tins in Austria and Germany were found to have \_\_\_\_\_ and a more watery taste than their British equivalent. Heinz that for decades has used the famous slogan '*Beans Meanz Heinz*' has been under attack from fans following the *Austrian Times* comparative study. This followed complaints from its readers following the \_\_\_\_\_ year of Heinz *Gebackene Bohnen* that is a version of the British \_\_\_\_\_ for the German speaking world. Heinz, famous for its 57 varieties, is now struggling to explain what is meant by this 58<sup>th</sup> variety. According to \_\_\_\_\_ the European variety of *Beans Meanz* a rip off for fans.

David Rogers editor of the *Austrian Times*: "The \_\_\_\_\_. We did a poll which found that many people felt the German Heinz baked beans were substandard and when \_\_\_\_\_ to agree." The English language newspaper in Vienna asked 20 people to carry out a taste test. The result reported was that the German baked beans were a pale copy of the original. Suzana Vega \_\_\_\_\_ testers said, "If you shake the tin the contents of the German tin sloshes around which doesn't with the British tin. The sauce \_\_\_\_\_ is a lot more watery and it's much paler, watery looking colour than the thick tomato colour of the British beans." Labelling \_\_\_\_\_ tins states it is more than half full with beans. The German version contains less than half. British beans also have 5% more tomato in their sauce than the German product, which contains more water, \_\_\_\_\_.

## **DISCUSSION**

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

- a. Did the headline make you want to read the article?
- b. What sort of baked beans do you eat?
- c. What other type of beans do you eat?
- d. What is your favourite type of bean?
- e. Do you eat bean soup?
- f. How do you eat your baked beans – on or with what?
- g. Do you ever eat cold baked beans?
- h. What brand of baked beans do you eat?
- i. Have you ever eaten baked beans with a rump steak?
- j. What brand of baked beans makes you fart the most?
- k. What's the most unusual thing you have eaten with baked beans?



---

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

- a. What do you think about what you read?
- b. Do you eat baked beans?
- c. Why do people eat baked beans with tomato sauce?
- d. Have you ever eaten beans without tomato sauce?
- e. Do you ever eat baked beans in soup?
- f. Do you like barbeque baked beans?
- g. Do you ever buy a tin of baked beans with sausage or bacon in them?
- h. What is the biggest selling brand of baked beans in your country?
- i. Are own label baked beans better than big brand names?
- j. Are baked beans popular in your country?
- k. Did you like this discussion?

## **SPEAKING**

### **Let's brainstorm! Tins of food:**

*Allow 10-20 minutes*

#### **Small groups**

In small groups brainstorm your thoughts on tinned food. Think of as many different types of tin food as you *can!* Choose a spokesperson who can present your ideas to the class at the end of your preparation. Present it visually or use the board etc... Try to be imaginative! *10-20 minutes.*

	Your ideas
1) 5 tins of fruit	1 2 3 4 5
2) 5 tins of soup	1 2 3 4 5
4) 5 tins of meat	1 2 3 4 5
5) 5 tins of desert	1 2 3 4 5
6) 5 tins of dog or cat food	1 2 3 4 5
7) Your choice!	1 2 3 4 5

**The teacher can moderate the session.**

## PUT THE ARTICLE BACK TOGETHER

### Put the article back together

- ( ) test. The result reported was that the German baked beans were a pale copy of the original. Suzana Vega who was one of the testers said, "If you shake the tin the contents of the German tin sloshes around which doesn't
- ( ) half full with beans. The German version contains less than half. British beans also have 5% more tomato in their sauce than the German product, which contains more water, sugar and salt instead.
- ( ) poll which found that many people felt the German Heinz baked beans were substandard and when we tested them we had to agree." The English language newspaper in Vienna asked 20 people to carry out a taste
- ( ) watery taste than their British equivalent. Heinz that for decades has used the famous slogan '*Beanz Meanz Heinz*' has been under attack from fans following the *Austrian Times* comparative study. This followed complaints
- ( ) have been angered after it emerged in an Austrian newspaper that the British variety are superior to its European counterpart. In fact, tins in Austria and Germany were found to have a less tasty sauce and a more
- (1) Baked beans lovers in Germany and Austria recently kicked up a bit of a fuss after it emerged that tins of the famous Heinz variety contained fewer beans than cans sold in Britain. European fans of the famous Heinz product
- ( ) to explain what is meant by this 58<sup>th</sup> variety. According to the Austrian newspaper the European variety of Beanz Meanz a rip off for fans. David Rogers editor of the *Austrian Times*: "The readers were correct. We did a
- ( ) with the British tin. The sauce when you pour it out is a lot more watery and it's much paler, watery looking colour than the thick tomato colour of the British beans." Labelling on the British Heinz tins states it is more than
- ( ) from its readers following the launch earlier this year of Heinz Gebackene Bohnen that is a version of the British original but destined for the German speaking world. Heinz, famous for its 57 varieties, is now struggling

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**LANGUAGE:** Choose the correct words from a–d below and write them in the article.

Baked beans (1)\_\_\_ in Germany and Austria recently (2)\_\_\_ up a bit of a (3)\_\_\_ after it emerged that (4)\_\_\_ of the famous Heinz variety contained fewer beans than (5)\_\_\_ sold in Britain. European fans of the famous Heinz product have been (6)\_\_\_ after it emerged in an Austrian newspaper that the British variety are superior to its European counterpart. In fact, tins in Austria and Germany were found to have a less (7)\_\_\_ sauce and a more watery taste than their British equivalent. Heinz that for decades has used the famous slogan 'Beans Meanz Heinz' has been under attack from fans following the *Austrian Times* comparative study. This followed complaints from its readers following the launch earlier this year of Heinz Gebackene Bohnen that is a version of the British (8)\_\_\_ but destined for the German speaking world. Heinz, famous for its 57 varieties, is now struggling to explain what is meant by this 58<sup>th</sup> variety. According to the Austrian newspaper the European variety of Beans Meanz a (9)\_\_\_ off for fans.

David Rogers editor of the *Austrian Times*: "The readers were correct. We did a poll which found that many people felt the German Heinz baked beans were substandard and when we tested them we had to agree." The English language newspaper in Vienna asked 20 people to carry out a taste test. The result reported was that the German baked beans were a pale copy of the original. Suzana Vega who was one of the testers said, "If you shake the tin the contents of the German tin sloshes around which doesn't with the British tin. The sauce when you pour it out is a lot more watery and it's much paler, watery looking colour than the thick tomato colour of the British beans." (10)\_\_\_ on the British Heinz tins states it is more than half full with beans. The German version contains less than half. British beans also have 5% more (11)\_\_\_ in their sauce than the German product, which contains more water, (12)\_\_\_ and salt instead.

1.	(a)	lover	(b)	loved	(c)	love	(d)	lovers
2.	(a)	pricked	(b)	licked	(c)	kicked	(d)	nicked
3.	(a)	fuss	(b)	puss	(c)	muss	(d)	fuss
4.	(a)	bins	(b)	tins	(c)	pins	(d)	gins
5.	(a)	cans	(b)	bottles	(c)	cartons	(d)	caskets
6.	(a)	angry	(b)	angered	(c)	anger	(d)	anxious
7.	(a)	tastes	(b)	taste	(c)	tasty	(d)	tasting
8.	(a)	originals	(b)	origin	(c)	originally	(d)	original
9.	(a)	trip	(b)	tip	(c)	rip	(d)	nip
10.	(a)	labelling	(b)	label	(c)	labelled	(d)	labels
11.	(a)	tomato	(b)	tomatoes	(c)	tomato's	(d)	ketchup
12.	(a)	pepper	(b)	sugar	(c)	Hot sauce	(d)	ketchup

## GRAMMAR 1: MIDWAY

Put the words into the gaps in the text.

### In Europe Beanz Meanz a bit less from Heinz!

Baked beans lovers in Germany and Austria recently kicked up a bit of a fuss (1)\_\_\_ it emerged (2)\_\_\_ tins of the famous Heinz variety contained fewer beans than cans sold in Britain. European fans of the famous Heinz product have been angered after it emerged in an Austrian newspaper that the British variety are superior to its European counterpart. In fact, tins in Austria and Germany were found to have a less tasty sauce and a (3)\_\_\_ watery taste (4)\_\_\_ their British equivalent. Heinz (5)\_\_\_ for decades has used the famous slogan 'Beans Meanz Heinz' has been under attack (6)\_\_\_ fans following the *Austrian Times* comparative study. (7)\_\_\_ followed complaints from its readers following the launch earlier this year of Heinz Gebackene Bohnen that is a version of the British original but destined for the German speaking world. Heinz, famous for its 57 varieties, is now struggling to explain (8)\_\_\_ is meant by this 58<sup>th</sup> variety. According to the Austrian newspaper the European variety of Beans Meanz a rip off for fans.

**more**

**that**

**than**

**from**

**this**

**what**

**that**

**after**

David Rogers editor of the *Austrian Times*: "The readers were correct. We did a poll which found that (1)\_\_\_ people felt the German Heinz baked beans were substandard and when we tested them we had to agree." The English language newspaper in Vienna asked 20 people to carry out a taste test. The result reported was that the German baked beans were a pale copy of the original. Suzana Vega who was one of the testers said, "If you shake the tin the contents of the German tin sloshes around (2)\_\_\_ doesn't (3)\_\_\_ the British tin. The sauce when you pour it out is a lot more watery and it's (4)\_\_\_ paler, watery looking colour than the thick tomato colour of the British beans." Labelling on the British Heinz tins states it is (5)\_\_\_ than half full with beans. The German version contains less than half. British beans (6)\_\_\_ have 5% more tomato in (7)\_\_\_ sauce (8)\_\_\_ the German product, which contains more water, sugar and salt instead.

**their**

**which**

**with**

**than**

**many**

**more**

**also**

**much**

## GRAMMAR 2: EASY

Put the words into the gaps in the text.

### In Europe Beanz Meanz a bit less from Heinz!

Baked beans lovers (1)\_\_\_ Germany and Austria recently kicked up a bit of a fuss after (2)\_\_\_ emerged that tins (3)\_\_\_ the famous Heinz variety contained fewer beans than cans sold in Britain. European fans of the famous Heinz product have been angered after it emerged in (4)\_\_\_ Austrian newspaper that (5)\_\_\_ British variety are superior to its European counterpart. In fact, tins in Austria and Germany were found to have a less tasty sauce and a more watery taste than their British equivalent. Heinz that for decades has used the famous slogan 'Beanz Meanz Heinz' has been under attack from fans following the *Austrian Times* comparative study. This followed complaints from its readers following the launch earlier this year of Heinz Gebackene Bohnen that is a version of the British original (6)\_\_\_ destined for the German speaking world. Heinz, famous for its 57 varieties, is now struggling to explain what is meant (7)\_\_\_ this 58<sup>th</sup> variety. According to the Austrian newspaper the European variety of Beanz Meanz a rip off (8)\_\_\_ fans.

**of**

**in**

**an**

**it**

**the**

**but**

**by**

**for**

David Rogers editor (1)\_\_\_ the *Austrian Times*: "The readers were correct. We did a poll which found that many people felt the German Heinz baked beans were substandard and when (2)\_\_\_ tested them we had to agree." The English language newspaper in Vienna asked 20 people to carry out a taste test. The result reported was that the German baked beans were a pale copy of the original. Suzana Vega (3)\_\_\_ was one of the testers said, "If you shake the tin the contents of the German tin sloshes around which doesn't with the British tin. The sauce when (4)\_\_\_ pour it out is (5)\_\_\_ lot more watery and it's much paler, watery looking colour than the thick tomato colour of the British beans." Labelling on the British Heinz tins states it is more than half full with beans. The German version contains less than half. British beans also have 5% more tomato (6)\_\_\_ their sauce than (7)\_\_\_ German product, which contains more water, sugar (8)\_\_\_ salt instead.

**we**

**of**

**and**

**the**

**a**

**who**

**in**

**you**

## SPELLING TEST

The teacher will ask the class individually to spell the following words that are in the article:

1	substandard	11	otherwise
2	decades	12	regulations
3	equivalent	13	paramount
4	variety	14	quality
5	language	15	countries
6	disappointed	16	preferences
7	superior	17	slightly
8	comparative	18	subtle
9	struggling	19	spokesperson
10	meant	20	tomato

---

**Your score: Pass = 12, Good = 15, Very good = 18, Excellent = 20**

---

## HOMEWORK

**Newspaper article:** Write an article on **Baked beans**. (Minimum 200 words) Read what you wrote to your classmates in the next lesson. Which article was best and why?

---

## WRITING: In class:

**Five-minute article:** Write an article on **Baked beans**. You have five minutes. The teacher will select some students to read out their work.

**Countdown:** Every minute the teacher may say, "You have xx minutes left".



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## ANSWERS

### TRUE / FALSE:

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

### SYNONYM MATCH:

a. Fuss	Commotion
b. Tins	Cans
c. Fans	Admirers
d. Newspaper	Journal
e. Sauce	Gravy
f. Variety	Assortment
g. Launch	Start
h. World	Globe
i. Substandard	Shoddy
j. Slosh	Spill

### PHRASE MATCH:

a. Baked beans lovers in Germany and Austria	recently kicked up a bit of a fuss
b. it emerged that tins of the famous Heinz	variety contained fewer beans
c. European fans of the famous Heinz	product have been angered
d. tins in Austria and Germany were found	to have a less tasty sauce
e. Heinz that for decades has used the famous	slogan 'Beanz Meanz Heinz'
f. Heinz,	famous for its 57 varieties
g. many people felt the German Heinz baked	beans were substandard
h. when we tested	them we had to agree
i. "If you shake the tin the contents of the	German tin sloshes around
j. The sauce when you pour it out is a lot	more watery and it's much paler,

**GAP FILL: In Europe Beanz Meanz a bit less from Heinz!** Baked **beans** lovers in Germany and Austria recently kicked up a bit of a **fuss** after it emerged that tins of the famous Heinz variety contained **fewer** beans than cans sold in Britain. European fans of the famous Heinz product have been angered after it emerged in an Austrian newspaper that the British variety are **superior** to its European counterpart. In fact, tins in Austria and Germany were found to have a less tasty sauce and a more watery taste than their British **equivalent**. Heinz that for decades has used the famous slogan 'Beanz Meanz Heinz' has been under **attack** from fans following the *Austrian Times* comparative study. This followed complaints from its readers following the **launch** earlier this year of Heinz Gebackene Bohnen that is a version of the British original but destined for the German speaking world. Heinz, famous for its 57 varieties, is now struggling to explain what is meant by this 58<sup>th</sup> variety. According to the Austrian newspaper the European variety of Beanz Meanz a **rip off** for fans.

David Rogers editor of the Austrian Times: "The readers were correct. We did a **poll** which found that many people felt the German Heinz baked beans were **substandard** and when we tested them we had to agree." The English language newspaper in Vienna asked 20 people to carry out a taste test. The result reported was that the German baked beans were a pale copy of the **original**. Suzana Vega who was one of the testers said, "If you shake the **tin** the contents of the German tin **sloshes** around which doesn't with the British tin. The sauce when you pour it out is a lot more watery and it's much **paler**, watery looking colour than the thick tomato colour of the British beans." Labelling on the British Heinz tins states it is more than half full with beans. The German **version** contains less than half. British beans also have 5% more tomato in their sauce than the German product, which contains more water, sugar and salt **instead**.

### LANGUAGE WORK:

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

In Europe Beanz Meanz a bit less from Heinz! – *11<sup>th</sup> November 2009*