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The 4 page 60 minute ESL British English lesson – 05/02/13

## Sandwich saga at Subway!

Recently the fast food restaurant chain *Subway* announced it would live up to its promise of 'a foot long sandwich'. The announcement follows days after two men filed a lawsuit in the states (where else would anyone do this?) contesting the company was skimping on its sandwich size.

Subway said "it regrets 'any instance' where we did not fully deliver on our promise to our customers." Subway said it will 'ensure that every Subway Footlong sandwich is 12 inches long at each location worldwide.'

This is all because two New Jersey men decided to sue the company for selling the so-called footlong sandwiches that were closer to 11 inches in length rather than 12. John Farley and Charles Noah Pendrack wanted compensatory damages and a change in Subway's practices.

The story went viral after someone posted a photo of a footlong and a ruler on the company's Facebook page to show the sandwich was not as long as advertised. The lawyer for the plaintiffs said that the missing inch was worth 45 cents per sandwich. He also said he has had sandwiches from 17 other Subway's and each time they came up short. He said, "The case is about the company delivering what it promised". Subway has 38,000 stores worldwide; its footlong specials have featured in their ads for five years.

The origins of the humble sandwich go back to its creator – the Earl of Sandwich. The myth is he created the idea whilst gambling when he asked for some meat in between some bread, as he had no time for a meal. When others ordered 'the same as Sandwich', the sandwich was born!

I suppose this 11 inch sandwich story puts whole new meaning into the phrase 'a baker's dozen'!

### SPEAKING

Think of three different sandwiches fillings you like. Go round the room swapping details with others.

### LISTENING – WRITING - DICTATION

The teacher will read some lines of the article slowly to the class.

### READING

Students should now read the article aloud, swapping readers every paragraph.

### SPEAKING - UNDERSTANDING

**1) The article** – Students check any unknown vocabulary or phrases with the teacher.

**2) The article** - Students should look through the article with the teacher.

- 1) What is the article about?
- 2) What do you think about the article?
- 3) Was this an easy or difficult article to understand?
- 4) Discuss the article

**3) Article quiz** - Students quiz each other in pairs. Score a point for each correct answer. Score half a point each time you have to look at the article for help. See who can get the highest score!

#### Student A questions

- 1) Who invented the sandwich?
- 2) What is a baker's dozen?
- 3) Name the restaurant chain.
- 4) What is a 'Footlong'?
- 5) Who was suing who?

#### Student B questions

- 1) How was the sandwich invented?
- 2) How many other stores came up short?
- 3) What went viral?
- 4) How many stores does Subway have?
- 5) What did the lawyer say?

**Note: 1 inch = 2.54 cm, 12 inches = 30.48 cm!**

**Category: Food / Sandwich / Subway**  
**Level: Intermediate / Upper Intermediate**

## Sandwich saga at Subway! – 5<sup>th</sup> February 2013

### WRITING / SPEAKING

*In pairs.* On the board write as many words as you can to do with **'sandwich'**. *One-two minutes.* Compare with other teams. Using your words compile a short dialogue together.

### WRITING / SPEAKING

**Sandwich saga at Subway!** - *In pairs* choose three things from the article.

Write them below.

- 1) \_\_\_\_\_
- 2) \_\_\_\_\_
- 3) \_\_\_\_\_

**Add** three similar ideas of your own. Discuss together.

- 1) \_\_\_\_\_
- 2) \_\_\_\_\_
- 3) \_\_\_\_\_

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

### WRITING / SPEAKING

*In pairs,* think of as many types of sandwich filling as you can. List them on the board. Which do you prefer? Write down your thoughts.

**The teacher** will choose some students to read out their work to the class.

### DISCUSSION

#### Student A questions

- 1) Did the headline make you want to read the article?
- 2) Have you ever eaten a 'footlong' sandwich from Subway?
- 3) Do you often eat a foot long sandwich?
- 4) Do you prefer a sandwich or a roll?
- 5) Do you prefer white or brown bread?
- 6) Do you prefer crusty or soft bread?
- 7) Are sandwiches expensive in your country?
- 8) Do you prefer a sandwich or a main meal at lunchtime?
- 9) Is the 'footlong' sandwich merely a name or should it indeed be a foot long in the Subway restaurants?
- 10) Have you learnt anything in today's English lesson?

### SPEAKING – ROLEPLAY 1

*In groups.* One of you is the interviewer. The others are one of the following people. You are in the CNN New York TV studio. Today's interview is about the *Sandwich saga at Subway!*

- 1) John Farley
- 2) A representative from Subway
- 3) The lawyer for the plaintiffs
- 4) A Subway customer.

**The teacher** will choose some groups to roleplay their interview in front of the class.

### SPEAKING - ROLEPLAY 2

*In pairs.* You are in a café. One of you is ordering. The other is serving. Start a conversation about the dish of the day, plus the other specials on offer. *5 mins.*

### SPEAKING - ROLEPLAY 3

*In pairs.* Discuss what you had to eat for lunch this week. *5 mins.*

### SPEAKING - DISCUSSION

Allow 10 minutes – As a class.

*Discuss the following...*

*Lunch time meals and snacks – what do like to eat?*

**The teacher** can moderate the session.

### DISCUSSION

#### Student B questions

- 1) What do you think about what you've read?
- 2) Have you ever eaten in Subway?
- 3) What is your favourite lunchtime meal?
- 4) What do you normally eat at lunchtime?
- 5) Do you make your own sandwiches?
- 6) What don't you like in sandwiches?
- 7) Are Subway restaurants expensive to eat in?
- 8) Would you recommend Subway restaurants to a friend? Explain.
- 9) Has this been a difficult lesson in English for you to understand?
- 10) Did you like this discussion?

**GAP FILL: READING**

**Sandwich saga at Subway!**

Recently the fast food restaurant chain *Subway* announced it would live up to its promise of 'a foot long sandwich'. The (1)\_\_\_ follows days after two men filed a (2)\_\_\_ in the states (where else would anyone do this?) contesting the company was skimping on its (3)\_\_\_ size.

Subway said "it regrets 'any (4)\_\_\_' where we did not fully deliver on our promise to our customers." Subway said it will 'ensure that every Subway Footlong sandwich is 12 inches long at each location worldwide.'

This is all because two New Jersey men decided to (5)\_\_\_ the company for selling the so-called footlong sandwiches that were closer to 11 (6)\_\_\_ in (7)\_\_\_ rather than 12. John Farley and Charles Noah Pendrack wanted (8)\_\_\_ damages and a change in Subway's practices.

**sandwich / compensatory / announcement / sue / length / instance / inches / lawsuit**

The story went (1)\_\_\_ after someone posted a photo of a footlong and a ruler on the company's Facebook page to show the sandwich was not as long as advertised. The (2)\_\_\_ for the (3)\_\_\_ said that the missing inch was worth 45 cents per sandwich. He also said he has had sandwiches from 17 other Subway's and each time they came up short. He said, "The case is about the company delivering what it promised". Subway has 38,000 stores worldwide; its footlong specials have featured in their (4)\_\_\_ for five years.

The origins of the (5)\_\_\_ sandwich go back to its creator – the Earl of Sandwich. The (6)\_\_\_ is he created the idea whilst gambling when he asked for some meat in between some bread, as he had no time for a meal. When others ordered 'the same as Sandwich', the sandwich was born!

I (7)\_\_\_ this 11 inch sandwich story puts whole new meaning into the phrase 'a baker's (8)\_\_\_'!

**humble / viral / plaintiffs / suppose / dozen / ads / lawyer / myth**

**GAP FILL: GRAMMAR**

**Sandwich saga at Subway!**

Recently the fast food restaurant chain *Subway* announced it (1)\_\_\_ live up to its promise of 'a foot long sandwich'. The announcement follows days (2)\_\_\_ two men filed a lawsuit in the states ((3)\_\_\_ else would anyone do this?) contesting the company was skimping on its sandwich size.

Subway said "it regrets 'any instance' where we did not fully deliver on our promise to our customers." Subway said it will 'ensure (4)\_\_\_ every Subway Footlong sandwich is 12 inches long at (5)\_\_\_ location worldwide.'

(6)\_\_\_ is all (7)\_\_\_ two New Jersey men decided to sue the company for selling the so-called footlong sandwiches that were closer to 11 inches in length rather (8)\_\_\_ 12. John Farley and Charles Noah Pendrack wanted compensatory damages and a change in Subway's practices.

**this / after / that / than / would / where / each / because**

The story went viral after someone posted a photo (1)\_\_\_ a footlong and a ruler (2)\_\_\_ the company's Facebook page to show the sandwich was not as long as advertised. The lawyer for the plaintiffs said that the missing inch was worth 45 cents per sandwich. He also said he has had sandwiches from 17 other Subway's (3)\_\_\_ each time they came up short. He said, "The case is about the company delivering what it promised". Subway has 38,000 stores worldwide; (4)\_\_\_ footlong specials have featured (5)\_\_\_ their ads (6)\_\_\_ five years.

The origins of the humble sandwich go back to its creator – the Earl of Sandwich. The myth is he created the idea whilst gambling when he asked for some meat in between some bread, as (7)\_\_\_ had no time for a meal. When others ordered 'the same as Sandwich', the sandwich was born!

I suppose this 11 inch sandwich story puts whole new meaning into (8)\_\_\_ phrase 'a baker's dozen'!

**for / the / and / its / he / of / in / on**

## GAP FILL: LISTENING

### Sandwich saga at Subway!

Recently the \_\_\_\_\_ chain Subway announced it would live up to its promise of 'a foot long sandwich'. The announcement follows days after two men filed a lawsuit in the states (where else would anyone do this?) contesting the company was skimping \_\_\_\_\_.

Subway said "it regrets 'any instance' where we did not fully deliver on our promise \_\_\_\_\_." Subway said it will 'ensure that every Subway Footlong sandwich is 12 inches long at each location worldwide.'

This is all because \_\_\_\_\_ decided to sue the company for selling the so-called footlong sandwiches that were closer to 11 inches in length rather than 12. John Farley and Charles Noah Pendrack wanted \_\_\_\_\_ and a change in Subway's practices. The story went viral after someone posted a photo of

a footlong and a ruler on the company's Facebook page to show the sandwich was not as long as advertised. The \_\_\_\_\_ said that the missing inch was worth 45 cents per sandwich. He also said he has had sandwiches from 17 other Subway's and each time \_\_\_\_\_. He said, "The case is about the company delivering what it promised". Subway has 38,000 stores worldwide; its footlong specials have featured in their ads for five years.

The origins of \_\_\_\_\_ go back to its creator – the Earl of Sandwich. The myth is he created the idea whilst gambling when he asked for some meat in between some bread, as he had no time for a meal. When others ordered '\_\_\_\_\_', the sandwich was born! I suppose this 11 inch sandwich story puts whole new meaning into the phrase '\_\_\_\_\_'

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## WRITING/SPELLING

### WRITING / SPEAKING

**1) On the board** - *In pairs*, write as many words about **Fast food** as you can! *One-two minutes*. Compare with other teams. Using your words compile a short dialogue together.

**2) Sentence starters** - Finish these sentence starters. Correct your mistakes. Compare what other people have written.

- 1) Subway \_\_\_\_\_
- 2) The Earl of Sandwich \_\_\_\_\_
- 3) I like to eat \_\_\_\_\_

**3) Homework** - Write and send a 200 word email to your teacher about: **Sandwich saga at Subway**. Your email can be read out in class.

### GAP FILL READING

- 1) announcement
- 2) lawsuit
- 3) sandwich
- 4) instance
- 5) sue
- 6) inches
- 7) length
- 8) compensatory

### ANSWERS

- 1) viral
- 2) lawyer
- 3) plaintiffs
- 4) ads
- 5) humble
- 6) myth
- 7) suppose
- 8) dozen

### SPELLING

The teacher will ask the class individually to spell the following words that are in the article. Afterwards check your answers.

- 1) restaurant
- 2) promise
- 3) lawsuit
- 4) skimping
- 5) sue
- 6) sandwich
- 7) compensatory
- 8) viral
- 9) announcement
- 10) plaintiffs

### SPELLING

Use the following ratings:

**Pass = 12**

**Good = 15**

**Very good = 18**

**Excellent = 20**

- 11) humble
- 12) creator
- 13) myth
- 14) dozen
- 15) location
- 16) length
- 17) damages
- 18) suppose
- 19) whole
- 20) recently

Sandwich saga at Subway! – *5<sup>th</sup> February 2013*