



Cadbury (B1 -Lower Intermediate)

A – Before you start

Answer the questions with a partner.

1. Do you like chocolate?
2. If so, do you prefer milk chocolate or plain chocolate?
3. Do you have a favourite brand?
4. Have you ever tasted any Cadbury products? If so, which? What did you think of them?

B – Listen and answer

Read these incomplete statements. Then listen (without reading) and complete them.

1. Cadbury's was founded by John Cadbury in 1824 in _____, England.
2. The company belonged to the Cadbury family until _____.
3. John Cadbury's shop sold _____, _____ and drinking chocolate.
4. In 1875, the company introduced _____, which are now traditional as gifts.
5. In 1893, George Cadbury began to build a village with _____ homes for employees.
6. In 1905, the Dairy Milk bar became the first example of _____-_____ milk chocolate.

C – Read and answer

Read the article and answer the questions.

1. What company owns Cadbury now?
2. Why did Quakers like John Cadbury want people to drink hot chocolate?
3. How successful was his business before his sons took control?
4. What did John make sure of when buying cocoa beans from farmers?
5. What benefits did Cadbury give its employees at Bourneville, besides homes?
6. What was missing in the model village? Why?
7. What kind of life did the Cadbury family lead?
8. What was special about the chocolate in Dairy Milk bars?

D – Learn it! Use it!

Complete these sentences with words from the glossary. (You may have to adapt the expression in some way; e.g. change the verb tense, or change from plural to singular.)

1. The Smiths have sold their flat in London and gone to live in a _____ in the country.
2. Did you go camping in a _____ or a caravan last year?
3. Our manager is away sick at the moment and the deputy manager has _____.
4. This chocolate bar has a lot of nuts in it, so it's very _____.
5. Farmers say it's difficult to find people to work in the fields because the _____ are low.
6. In the _____ department on the first floor, they sell delicious hand-made chocolates.

E – Ready for the B1 PRELIMINARY English Exam? (Paper 1, Reading: Part 6)

Write one word only in each space.

Till the middle of the 19th ¹_____, only members of the Anglican Church ²_____ go to Oxford or Cambridge University. This meant that Quakers, who couldn't get a university ³_____, were unable to enter most professions. It is for this ⁴_____ that British Quakers started businesses, making all ⁵_____ of goods: shoes, porcelain, biscuits, and especially chocolate. For the Quaker founders of Cadbury's of Birmingham, Rowntree's of York and Fry's of Bristol, cocoa and sugar were ethical alternatives to alcohol, ⁶_____ was considered by them to be the cause of serious social and moral problems.

F – Write about it

Write about a brand of chocolate that's produced in your country. Mention:

- where it's produced;
 - who founded the company;
 - when it was founded;
 - what it's best-known products are.
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Answers: Cadbury (B1 - Lower Intermediate)

B – Listen and answer

1. Birmingham
2. 1969
3. tea – coffee
4. Easter eggs
5. 314
6. mass-produced

C – Read and answer

1. It's owned by Mondelez International (a division of Kraft).
2. Because they wanted them to stop drinking alcohol. (*In those times, a lot of people drank alcohol instead of water because water was often contaminated, but this led to many social problems. Hot chocolate was satisfying and safe to drink because it was made with boiling water.*)
3. It wasn't successful. It was failing.
4. He made sure that the cocoa beans he bought came from farmers who were paying fair wages.
5. It gave them pensions and free dentistry.
6. Pubs were missing because Quakers were against the drinking of alcohol.
7. They led humble lives and donated a lot of their money to charity.
8. It had a higher content of milk than usual.

D – Learn it! Use it!

1. cottage
2. tent
3. taken over
4. crunchy
5. wages
6. confectionery

E – Ready for the B2 FIRST Certificate in English?

1. century
2. could
3. degree/education
4. reason
5. kinds/sorts/types
6. which