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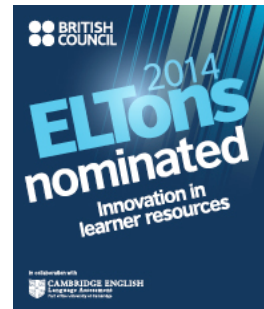
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Level 6

Coca Cola changes recipe after online petition

9th May, 2014

<http://www.breakingnewsenglish.com/1405/140509-coca-cola.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 4 and 5 (they are easier).

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THE ARTICLE

From <http://www.BreakingNewsEnglish.com/1405/140509-coca-cola.html>

The Coca-Cola Company, the world's largest beverage maker, is amending the recipe of several of its drinks following an online petition. The drinks manufacturer will remove a substance called brominated vegetable oil (BVO) from drinks like Powerade and Fanta. BVO is a food additive that helps stop other ingredients from separating. It contains the chemical bromide, which is commonly used as a flame retardant. Coca-Cola spokesman Josh Gold advised consumers that: "All of our beverages, including those with BVO, are safe and always have been, and [they] comply with all regulations in the countries where they are sold. The safety and quality of our products is our highest priority."

In 1970, the USA's Food and Drug Administration removed BVO from its "generally recognised as safe" list but did not ban its use. The substance was the subject of a social media campaign to get it removed from drinks. An American teenager, Sarah Kavanagh, started a petition on the site Change.org. She questioned why the ingredient was being used in what are supposed to be health drinks. More than 200,000 people signed the petition. Ms Kavanagh said: "It's really good to know that companies, especially big companies, are listening to consumers." She added: "I'm glad to know the Powerade sold at my school and consumed by people around the world will be a little bit healthier without BVO."

Sources: <http://www.businessweek.com/news/2014-05-05/coca-cola-to-remove-controversial-ingredient-from-its-beverages>
<http://abcnews.go.com/Health/wireStory/coke-pepsi-dropping-bvo-drinks-23599329>
<http://www.change.org/petitions/powerade-if-gatorade-can-take-crazy-chemical-bvo-out-of-sports-drinks-so-can-you>

WARM-UPS

1. COCA COLA: Students walk around the class and talk to other students about Coca Cola. Change partners often 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.

beverage / recipe / petition / food additive / ingredients / flame / regulations / priority / safe / social media / campaign / teenager / health drinks / consumers / healthier

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

3. FOOD: What are the pros and cons of putting these things in food? Complete this table with your partner(s). Change partners often and share what you wrote.

	Pros	Cons
Salt		
Preservatives		
Sweeteners		
Coloring		
Taste enhancers		
Starch		

4. ADDITIVES: Students A **strongly** believe food additives should be made illegal; Students B **strongly** believe they are OK. Change partners again and talk about your conversations.

5. DRINKS: Rank these with your partner. Put the best at the top. Change partners often and share your rankings.

- Coca Cola
- Milk
- Mineral water
- Coffee
- Sports drinks
- Tea
- Tomato juice
- Lemonade

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

BEFORE READING / LISTENING

From <http://www.BreakingNewsEnglish.com/1405/140509-coca-cola.html>

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

- | | |
|---|-------|
| a. Coca Cola is changing the recipe of all its drinks. | T / F |
| b. The company is adding a substance called BVO. | T / F |
| c. BVO helps stop the ingredients of drinks from separating. | T / F |
| d. Coca Cola said its top priorities are safety and quality. | T / F |
| e. The U.S. government decided BVO was not "safe" in 1970. | T / F |
| f. A U.S. teen started an online campaign to get Coca Cola to drop BVO. | T / F |
| g. Over 2 million people signed an online petition against BVO. | T / F |
| h. A teenager complained that big companies never listen to consumers. | T / F |

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

- | | |
|------------------|---------------|
| 1. beverage | a. theme |
| 2. petition | b. concern |
| 3. remove | c. customers |
| 4. commonly | d. take out |
| 5. priority | e. assumed |
| 6. ban | f. drink |
| 7. subject | g. prohibit |
| 8. supposed | h. slightly |
| 9. consumers | i. appeal |
| 10. a little bit | j. frequently |

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

- | | |
|---|----------------------------|
| 1. the world's largest | a. additive |
| 2. amending the recipe of | b. good to know |
| 3. food | c. drinks |
| 4. comply with | d. beverage maker |
| 5. The safety and quality of our products | e. the petition |
| 6. a social | f. several of its drinks |
| 7. health | g. bit healthier |
| 8. 200,000 people signed | h. all regulations |
| 9. It's really | i. is our highest priority |
| 10. the world will be a little | j. media campaign |

GAP FILL

From <http://www.BreakingNewsEnglish.com/1405/140509-coca-cola.html>

The Coca-Cola Company, the world's largest (1) _____ maker, is amending the recipe of (2) _____ of its drinks following an online petition. The drinks manufacturer will remove a (3) _____ called brominated vegetable oil (BVO) from drinks like Powerade and Fanta. BVO is a food (4) _____ that helps stop other ingredients from separating. It contains the chemical bromide, which is (5) _____ used as a flame retardant. Coca-Cola spokesman Josh Gold (6) _____ consumers that: "All of our beverages, including those with BVO, are safe and always have been, and [they] (7) _____ with all regulations in the countries where they are sold. The safety and quality of our products is our highest (8) _____."

commonly
comply
several
additive
advised
beverage
priority
substance

In 1970, the USA's Food and Drug Administration removed BVO from its "(9) _____ recognised as safe" list but did not ban its use. The substance was the subject of a social media (10) _____ to get it removed from drinks. An American teenager, Sarah Kavanagh, started a (11) _____ on the site Change.org. She questioned why the (12) _____ was being used in what are (13) _____ to be health drinks. More than 200,000 people signed the petition. Ms Kavanagh said: "It's really good to know that companies, (14) _____ big companies, are listening to consumers." She added: "I'm (15) _____ to know the Powerade sold at my school and consumed by people around the world will be a little bit (16) _____ without BVO."

supposed
glad
petition
generally
healthier
campaign
especially
ingredient

LISTENING – Guess the answers. Listen to check.

From <http://www.BreakingNewsEnglish.com/1405/140509-coca-cola.html>

- 1) The Coca-Cola Company, the world's largest _____
 - a. beverage marker
 - b. beverage market
 - c. beverage maker
 - d. beverage makers
- 2) amending the recipe of several of its drinks following _____
 - a. an online partition
 - b. an online petition
 - c. an online pet station
 - d. an online competition
- 3) BVO is a food additive that helps stop other ingredients _____
 - a. from separation
 - b. from separating
 - c. from splitting
 - d. from separate in
- 4) It contains the chemical bromide, which is commonly used as _____
 - a. a flame retardant
 - b. a flame strident
 - c. a flame redundant
 - d. a flame retardant
- 5) The safety and quality of our products is _____
 - a. our highest priorities
 - b. our highest priority
 - c. our high its priority
 - d. our high it's priority
- 6) removed BVO from its "generally recognised _____
 - a. as safest
 - b. as safely list
 - c. as safer" list
 - d. as safe" list
- 7) The substance was the subject of a social _____
 - a. media campaign
 - b. medium campaign
 - c. media campaigns
 - d. medium campaigns
- 8) questioned why the ingredient was being used in what are supposed _____
 - a. too be health drinks
 - b. to be health drinks
 - c. two be health drinks
 - d. 2B health drinks
- 9) companies, especially big companies, are _____
 - a. listening in to consumers
 - b. listening to customers
 - c. listening to consumers
 - d. listening in to customers
- 10) people around the world will be a little bit _____
 - a. healthier without BVO
 - b. healthier with at BVO
 - c. healthier wither out BVO
 - d. healthier we thought BVO

LISTENING – Listen and fill in the gaps

From <http://www.BreakingNewsEnglish.com/1405/140509-coca-cola.html>

The Coca-Cola Company, the world's largest (1) _____, is amending the (2) _____ of its drinks following an online petition. The drinks manufacturer will (3) _____ called brominated vegetable oil (BVO) from drinks like Powerade and Fanta. BVO is a food additive that helps (4) _____ from separating. It contains the chemical bromide, which is commonly used as a flame retardant. Coca-Cola spokesman Josh Gold (5) _____: "All of our beverages, including those with BVO, are safe and always have been, and [they] comply with all regulations in the countries where they are sold. The safety and quality of our products (6) _____."

In 1970, the USA's Food and Drug Administration removed BVO from its "(7) _____ safe" list but did not ban its use. The substance was the subject of a (8) _____ to get it removed from drinks. An American teenager, Sarah Kavanagh, started a petition on the site Change.org. She questioned (9) _____ was being used in what (10) _____ health drinks. More than 200,000 people signed the petition. Ms Kavanagh said: "It's really good to know that companies, especially big companies, (11) _____." She added: "I'm glad to know the Powerade sold at my school and consumed by people around the world (12) _____ healthier without BVO."

COMPREHENSION QUESTIONS

From <http://www.BreakingNewsEnglish.com/1405/140509-coca-cola.html>

1. How many drinks is Coca Cola amending the recipe to?

2. What is BVO?

3. What is the chemical bromine commonly used in?

4. What did a spokesman say Coca Cola's beverages comply with?

5. What are the highest priorities for Coca Cola?

6. When did the U.S. government omit BVO from its "safe" list?

7. How old is the person who started a petition?

8. How many people signed the petition?

9. Who did the woman say listened to consumers?

10. How did the woman say the world would be different without BVO?

MULTIPLE CHOICE - QUIZ

From <http://www.BreakingNewsEnglish.com/1405/140509-coca-cola.html>

1. How many drinks is Coca Cola amending the recipe to?
 - a) seventeen
 - b) seven
 - c) 70
 - d) several
2. What is BVO?
 - a) a new health food
 - b) a food additive
 - c) Coca Cola's new drink (Bio-Vio-Organic)
 - d) a chemical used in fire extinguishers
3. What is the chemical bromine commonly used in?
 - a) explosives
 - b) toilet cleaners
 - c) rat poison
 - d) flame retardants
4. What did a spokesman say Coca Cola's beverages comply with?
 - a) guidelines
 - b) requests
 - c) regulations
 - d) tastes
5. What are the highest priorities for Coca Cola?
 - a) health and safety
 - b) CEO bonuses and shareholder dividends
 - c) profit and company value
 - d) safety and quality
6. When did the U.S. government omit BVO from its "safe" list?
 - a) 1950
 - b) 1960
 - c) 1970
 - d) 1980
7. How old is the person who started a petition?
 - a) between 13 and 19
 - b) in her 20s
 - c) thirtysomething
 - d) 47
8. How many people signed the petition?
 - a) 2 million
 - b) twenty thousands
 - c) 200,000
 - d) twelve thousand
9. Who did the woman say listened to consumers?
 - a) no one
 - b) big companies
 - c) sales representatives
 - d) customers
10. How did the woman say the world would be different without BVO?
 - a) it would be healthier
 - b) there's be fewer abbreviations
 - c) differently
 - d) with her mouth

ROLE PLAY

From <http://www.BreakingNewsEnglish.com/1405/140509-coca-cola.html>

Role A – Food colouring

You think food colouring is the worst thing to add to food. Tell the others three reasons why. Tell them things that aren't so bad about their additives. Also, tell the others which is the least harmful of these (and why): preservatives, flavourings or sugar.

Role B – Preservatives

You think preservatives are the worst thing to add to food. Tell the others three reasons why. Tell them things that aren't so bad about their additives. Also, tell the others which is the least harmful of these (and why): food colouring, flavourings or sugar.

Role C – Flavourings

You think flavourings are the worst thing to add to food. Tell the others three reasons why. Tell them things that aren't so bad about their additives. Also, tell the others which is the least harmful of these (and why): preservatives, food colouring or sugar.

Role D – Sugar

You think sugar is the worst thing to add to food. Tell the others three reasons why. Tell them things that aren't so bad about their additives. Also, tell the others which is the least harmful of these (and why): preservatives, flavourings or food colouring.

AFTER READING / LISTENING

From <http://www.BreakingNewsEnglish.com/1405/140509-coca-cola.html>

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

online	petition
---------------	-----------------

- 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">• several• remove• stops• used• always• highest	<ul style="list-style-type: none">• safe• social• site• health• really• bit
--	--

COCA COLA SURVEY

From <http://www.BreakingNewsEnglish.com/1405/140509-coca-cola.html>

Write five GOOD questions about Coca Cola 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.

COCA COLA 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 'additive'?
- c) Do you worry about what additives are in your food?
- d) Why do food companies use so many additives?
- e) How healthy are Coca Cola products?
- f) What do you think of Coca Cola changing its recipe?
- g) Do you believe companies that say their products are safe?
- h) Is safety or profits a company's highest priority?
- i) Should we only buy food that has no additives?
- j) What do you think about the Coca Cola Company?

Coca Cola changes recipe after online petition – 9th May, 2014
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COCA COLA DISCUSSION

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

- a) Did you like reading this article? Why/not?
- b) What do you know about the Coca Cola Company?
- c) How worrying is it that Coca Cola has used BVO since 1970?
- d) Why do you think such chemicals are used in health drinks?
- e) Will you think more from now about buying soft drinks?
- f) What do you think of the social media campaign?
- g) What online petitions have you signed?
- h) How much do big companies listen to consumers?
- i) What would you like to start a petition about?
- j) What questions would you like to ask Coca Cola's boss?

DISCUSSION (Write your own questions)

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

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

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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/1405/140509-coca-cola.html>

The Coca-Cola Company, the world's largest beverage (1) _____, is amending the recipe of several of its drinks (2) _____ an online petition. The drinks manufacturer will remove a substance called brominated vegetable oil (BVO) from drinks like Powerade and Fanta. BVO is a food (3) _____ that helps stop other ingredients from separating. It contains the chemical bromide, which is (4) _____ used as a flame retardant. Coca-Cola spokesman Josh Gold advised consumers that: "All of our beverages, including those with BVO, are safe and always have been, and [they] comply (5) _____ all regulations in the countries where they are sold. The safety and quality of our products is our (6) _____ priority."

In 1970, the USA's Food and Drug Administration removed BVO from its "(7) _____ recognised as safe" list but did not ban its (8) _____. The substance was the subject of a social media campaign to get it removed from drinks. An American teenager, Sarah Kavanagh, started a petition on the site Change.org. She questioned why the ingredient was being used in what are (9) _____ to be health drinks. More than 200,000 people (10) _____ the petition. Ms Kavanagh said: "It's really good to know that companies, especially big companies, are listening to consumers." She added: "I'm (11) _____ to know the Powerade sold at my school and consumed by people around the world will be a little (12) _____ healthier without BVO."

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

- | | | | | |
|-----|------------------|---------------|------------------|-----------------|
| 1. | (a) maker | (b) marker | (c) market | (d) marquee |
| 2. | (a) chasing | (b) pursuing | (c) following | (d) hightailing |
| 3. | (a) addictive | (b) addition | (c) additive | (d) addicted |
| 4. | (a) predominant | (b) utmost | (c) furthermore | (d) commonly |
| 5. | (a) with | (b) to | (c) for | (d) of |
| 6. | (a) tallest | (b) highest | (c) biggest | (d) largest |
| 7. | (a) concurrently | (b) markedly | (c) additionally | (d) generally |
| 8. | (a) using | (b) use | (c) usage | (d) usability |
| 9. | (a) normalised | (b) requested | (c) supposed | (d) surmised |
| 10. | (a) autographed | (b) scribed | (c) named | (d) signed |
| 11. | (a) gladioli | (b) gladden | (c) gladly | (d) glad |
| 12. | (a) tad | (b) bit | (c) chomp | (d) extra |

SPELLING

From <http://www.BreakingNewsEnglish.com/1405/140509-coca-cola.html>

Paragraph 1

1. the world's largest garveeeb maker
2. remove a scasbtneu called BVO
3. a food vedidiat
4. commonly used as a flame netatrdar
5. they comply with all srigtelouan
6. our highest roitpyri

Paragraph 2

7. oiencredzg (UK) / roczneidge (USA) as safe
8. the subject of a social media macgnipa
9. Sarah Kavanagh started a petnitoi
10. what are puposdse to be health drinks
11. iyacllees big companies
12. listening to mncoeruss

PUT THE TEXT BACK TOGETHER

From <http://www.BreakingNewsEnglish.com/1405/140509-coca-cola.html>

Number these lines in the correct order.

- () at my school and consumed by people around the world will be a little bit healthier without BVO."
- () which is commonly used as a flame retardant. Coca-Cola spokesman Josh Gold advised
- () In 1970, the USA's Food and Drug Administration removed BVO from its "generally recognised as
- () 200,000 people signed the petition. Ms Kavanagh said: "It's really good to know that companies, especially big
- () from drinks. An American teenager, Sarah Kavanagh, started a petition on the site Change.org. She questioned
- () recipe of several of its drinks following an online petition. The drinks manufacturer will remove a substance called
- () brominated vegetable oil (BVO) from drinks like Powerade and Fanta. BVO is a food
- () with all regulations in the countries where they are sold. The safety and quality of our products is our highest priority."
- () consumers that: "All of our beverages, including those with BVO, are safe and always have been, and [they] comply
- () safe" list but did not ban its use. The substance was the subject of a social media campaign to get it removed
- () companies, are listening to consumers." She added: "I'm glad to know the Powerade sold
- () additive that helps stop other ingredients from separating. It contains the chemical bromide,
- (**1**) The Coca-Cola Company, the world's largest beverage maker, is amending the
- () why the ingredient was being used in what are supposed to be health drinks. More than

PUT THE WORDS IN THE RIGHT ORDER

From <http://www.BreakingNewsEnglish.com/1405/140509-coca-cola.html>

1. maker the The beverage amending largest is recipe world's.

2. will remove a substance The . drinks manufacturer

3. flame commonly retardant used as Bromide a is.

4. where sold regulations countries are All the they in.

5. of highest our priority products is Quality our.

6. get social it media removed campaign to A.

7. why used the ingredient She was questioned being.

8. the More , signed 200,000 people petition than .

9. are to companies listening consumers Big.

10. The be bit BVO will little without world a healthier.

CIRCLE THE CORRECT WORD (20 PAIRS)

From <http://www.BreakingNewsEnglish.com/1405/140509-coca-cola.html>

The Coca-Cola Company, the world's largest beverage maker, is *demeaning* / *amending* the recipe of *several* / *numerous* of its drinks following an online petition. The drinks *manufacturer* / *manufactures* will remove a substance called brominated vegetable oil (BVO) from drinks *such* / *like* Powerade and Fanta. BVO is a food *additive* / *addiction* that helps stop other ingredients from separating. It contains the *chemistry* / *chemical* bromide, which is commonly used as a flame *retardant* / *dependent*. Coca-Cola spokesman Josh Gold advised consumers that: "All of our beverages, including those with BVO, are *safely* / *safe* and always have been, and [they] *comply* / *reply* with all regulations in the countries where they are sold. The safety and quality of our products is our highest *prioritise* / *priority*."

In 1970, the USA's Food and Drug Administration removed BVO from its "generally recognised as safe" *last* / *list* but did not ban its *useful* / *use*. The substance was the *object* / *subject* of a social media campaign to get it removed from drinks. An American teenager, Sarah Kavanagh, started a *petition* / *partition* on the site Change.org. She questioned why the ingredient was being used in what are *supposed* / *supposedly* to be health drinks. More than 200,000 people *singed* / *signed* the petition. Ms Kavanagh said: "It's *really* / *reality* good to know that companies, especially big companies, are *listening* / *lessening* to consumers." She added: "I'm *glued* / *glad* to know the Powerade sold at my school and consumed by people around the world will be a little *bit* / *tad* healthier without BVO."

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/1405/140509-coca-cola.html>

Th_ C_c_-C_l_ C_mp_ny, th_ w_rld's l_rg_st b_v_r_g_ m_k_r, _s_ m_nd_ng th_ r_c_p_ _f_ s_v_r_l_ _f_ ts dr_nks f_ll_w_ng _n_ _nl_n_ p_t_t_n. Th_ dr_nks m_n_f_ct_r_r_ w_ll_ r_m_v_ _ _ s_bst_nc_ c_ll_d br_m_n_t_d_ v_g_t_bl_ _l_ (BV_) fr_m dr_nks l_k_ P_w_r_d_ _nd F_nt_. BV_ _s_ _f_d_ _dd_t_v_ th_t h_lps st_p_ th_r_ _ngr_d__nts fr_m s_p_r_t_ng. _t c_nt__ns th_ ch_m_c_l_ br_m_d_, wh_ch_ _s_ c_mm_nly _s_d_ _s_ _fl_m_ r_t_rd_nt. C_c_-C_l_ sp_k_ sm_n_ J_sh_ G_ld_ _dv_s_d_ c_ns_m_rs th_t: "_ll_ f__r_ b_v_r_g_s, _ncl_d_ng th_s_ w_th BV_, _r_ s_f_ _nd_ _lw_ys h_v_ b__n, _nd [th_y] c_mply w_th_ _ll_ r_g_l_t__ns _n th_ c__ntr__s wh_r_ th_y_ r_s_ld. Th_ s_f_ty_ _nd q__l_ty_ _f__r_ pr_d_cts_ _s_ _r_ h_gh_st pr__r_ty."

n 1970, th _S_'s F__d_ _nd Dr_g_ _dm_n_str_t__n r_m_v_d BV_ fr_m_ ts "g_n_r_lly r_c_gn_s_d_ _s_s_f_" l_st b_t d_d_n_t b_n_ ts _s_. Th_ s_bst_nc_ w_s th_ s_bj_ct_ _f_ _s_c__l_m_d__ c_mpgnt_ g_t_ t_r_m_v_d fr_m dr_nks. _n_ m_r_c_n_t__n_g_r, S_r_h_ K_v_n_gh, st_rtd_ _ p_t_t_n_ _n th_ s_t_ Ch_ng_.rg. Sh_ q__st__nd why th_ _ngr_d__nt w_s b__ng_ _s_d_ _n wh_t_ r_ s_pp_s_d_ t_ b_ h__lth dr_nks. M_r_ th_n 200,000 p__pl_ s_gn_d th_ p_t_t_n. Ms K_v_n_gh s__d: "_t's r__lly g__d_ t_ kn_w th_t c_mpn__s, _sp_c__lly b_g_ c_mpn__s, _r_ l_st_n_ng t_ c_ns_m_rs." Sh_ _dd_d: "'m gl_d_ t_ kn_w th_ P_w_r_d_ s_ld_ t_ my sch__l_ _nd c_ns_m_d by p__pl_ _r__nd th_ w_rld w_ll_ b_ _l_ttl_ b_t h__lth__r w_th__t BV_."

PUNCTUATE THE TEXT AND ADD CAPITALS

From <http://www.BreakingNewsEnglish.com/1405/140509-coca-cola.html>

the coca-cola company the world's largest beverage maker is amending the recipe of several of its drinks following an online petition the drinks manufacturer will remove a substance called brominated vegetable oil (bvo) from drinks like powerade and fanta bvo is a food additive that helps stop other ingredients from separating it contains the chemical bromide which is commonly used as a flame retardant coca-cola spokesman josh gold advised consumers that "all of our beverages including those with bvo are safe and always have been and [they] comply with all regulations in the countries where they are sold the safety and quality of our products is our highest priority"

in 1970 the usa's food and drug administration removed bvo from its "generally recognised as safe" list but did not ban its use the substance was the subject of a social media campaign to get it removed from drinks an american teenager sarah kavanagh started a petition on the site changeorg she questioned why the ingredient was being used in what are supposed to be health drinks more than 200000 people signed the petition ms kavanagh said "it's really good to know that companies especially big companies are listening to consumers" she added "i'm glad to know the powerade sold at my school and consumed by people around the world will be a little bit healthier without bvo"

PUT A SLASH (/) WHERE THE SPACES ARE

From <http://www.BreakingNewsEnglish.com/1405/140509-coca-cola.html>

TheCoca-ColaCompany,theworld'slargestbeveragemaker,isame
ndingtherecipeofseveralofitsdrinksfollowinganonlinepetition.The
drinksmanufacturerwillremoveasubstancecalledbrominatedvegetableoil(
BVO)fromdrinkslikePoweradeandFanta.BVOisafoodadditivethathelps
stopotheringredientsfromseparating.Itcontainsthechemicalbromide,
whichiscommonlyusedasaflameretardant.Coca-ColaspokesmanJ
oshGoldadvisedconsumersthat:"Allofourbeverages,includingthosewit
hBVO,aresafeandalwayshavebeen,and[they]complywithallregulation
sinthecountrieswheretheyaresold.Thesafetyandqualityofourproductsi
sourhighestpriority."In1970,theUSA'sFoodandDrugAdministrationre
movedBVOfromits"generallyrecognisedassafe"listbutdidnotbanitsuse
.Thesubstancewasthesubjectofasocialmediacampaigntogetitremoved
fromdrinks.AnAmericanteenager,SarahKavanagh,startedapetitionon
thesiteChange.org.Shequestionedwhytheingredientwasbeingusedin
whataresupposedtobehealthdrinks.Morethan200,000peoplesignedth
epetition.MsKavanaghsaid:"It'sreallygoodtoknowthatcompanies,esp
eciallybigcompanies,arelisteningtoconsumers."Sheadded:"I'mgladto
knowthePoweradesoldatmyschoolandconsumedbypeoplearoundthew
orldwillbealittlebithealthierwithoutBVO."

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

3. ADDITIVES: Make a poster about food additives. Show your work to your classmates in the next lesson. Did you all have similar things?

4. COCA COLA: Write a magazine article about Coca Cola changing its recipe. Include imaginary interviews with people from Coca Cola who are for and against food additives.

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 a food expert. Ask him/her three questions about food additives. Give him/her three of your opinions on them. 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 F c T d T e T f T g F h F

SYNONYM MATCH (p.4)

- | | |
|------------------|---------------|
| 1. beverage | a. drink |
| 2. petition | b. appeal |
| 3. remove | c. take out |
| 4. commonly | d. frequently |
| 5. priority | e. concern |
| 6. ban | f. prohibit |
| 7. subject | g. theme |
| 8. supposed | h. assumed |
| 9. consumers | i. customers |
| 10. a little bit | j. slightly |

COMPREHENSION QUESTIONS (p.8)

1. Several
2. A food additive
3. Flame retardants
4. Regulations in the countries where they are sold
5. Safety and quality
6. 1970
7. She's a teenager
8. 200,000
9. (Big) companies
10. It would be a little bit healthier

MULTIPLE CHOICE - QUIZ (p.9)

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

ALL OTHER EXERCISES

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