

## Cola wars

### Level

Intermediate / upper-intermediate

### Tasks

Discussing which brand of Cola students prefer, or if they avoid fizzy drinks  
Predicting the content of an article on the fizzy drinks market  
Reading an article to check predictions  
Matching business collocations  
Discussing issues arising from the article

### How to use the lesson

- 1 Check students have met the word “fizzy” as in “fizzy drinks”. Issue the worksheet and ask which brand of Cola students prefer – Coca-Cola or Pepsi, or other brands such as Virgin or local supermarket brands. Do they avoid fizzy drinks completely? Why?
- 2 Ask students to read the title of the article and the words and phrases in the box, and then predict the content of the article.
- 3 Students read the article in order to check their predictions. Were they surprised at any of the information or figures in the article?
- 4 Ask students to make as many collocations as possible, using words taken from the article.

### Answer

*cost cutting, cost monitoring*  
*quality monitoring*  
*current sales, current conditions*  
*economic conditions, economic monitoring, economic impact*  
*negative impact*  
*market saturation, market conditions*

You can ask the students to use some of the expressions in relation to their own company. You may wish to check students' understanding of other words in the text such as: *allegations / pesticides / non-carbonated*.

- 5 Ask students to work in groups to discuss their answers to the questions. Monitor the discussion. Ask some students to report their ideas to the class, then hold a class feedback session.

### Related websites

Send your students to these websites, or just take a look yourself.

<http://www.cocacola.com/flashIndex1.html>

<http://www.pepsicola.com/home.php>

[http://www.levante-gmbh.de/html/returnable\\_or\\_non-returnable\\_bottles.html](http://www.levante-gmbh.de/html/returnable_or_non-returnable_bottles.html)

<http://www.foodstandards.gov.uk/healthiereating/asktheexpert/childbabies/fizzydrinks>