

Company Beginnings

Read the article about the people who started **Ben and Jerry's** ice cream.

Write verb in parenthesis in the Past Simple.



Ben Cohen and Jerry Greenfield



1 (meet) at school in a sports class in 1963. They both 2 (have) the same

hobby - food! When they finished school, they 3 (go) to college. But Ben 4 (not finish) his course and he 5 (get) a job selling ice cream. In 1978, they both 6 (decide) to do a \$5 course in making ice cream. It 7 (not be) difficult and the next year they 8 (start) their ice cream business with their first shop: Ben & Jerry's, in Vermont, US. On the first anniversary of their shop they 9 (give) everyone free ice cream all day. Soon they 10 (offer) their ice cream to restaurants and supermarkets. It 11 (become) very popular.

In 1985, Ben and Jerry 12 (begin) 'Ben and Jerry's Foundation', a charity to help poor people. They give money to the charity every year.

In 2010, they 13 (give) the charity over \$2 million of the company's money.

By 2010, there 14 (be) also more than 750 Ben and Jerry's shops in 26 countries, with 58 flavours of ice cream!

Writing Questions

Use these words to write complete questions for the answers. Use the Past Simple.

Do you know the subject of the questions or are you *trying to find a subject?*

Think about this

Look at these examples:

0. When / Ben and Jerry / meet? → When did Ben and Jerry **meet**?
In 1963

Who / get / a job selling ice cream? → **Who got** a job selling ice cream?
Ben

1. What happen / 1978? →
They did a course in making ice cream.

2. When / they / open / their first shop? →
In 1979.

3. What / they / do / on their first anniversary? →
They gave everyone free ice cream all day.

4. Who / they / offer / their ice cream to? →
Restaurants and supermarkets.

5. Why / they / start / 'Ben and Jerry's Foundation'? →
Because they wanted to help poor people.

6. How many shops / there be / in 2010. →
There were more than 750.