

The Koch family

12 Read the article about **Jim Koch**. Answer the questions.

- 1 What was his family's business?
- 2 Why did his father not want him to continue in it?
- 3 What is the biggest lesson Jim has learned?

13 Read the article again. Underline the correct tense – Past Simple, Past Continuous or Present Perfect.

14 Which of these sentences are true (✓) or false (X)?
Correct the false ones.

- 1 ☐ The family business has always been successful.
- 2 ☐ Jim went to one of the best American universities.
- 3 ☐ Jim named the beer after his great-great-grandfather.
- 4 ☐ Americans were growing tired of the beer produced by the big beer companies.
- 5 ☐ Jim's company has become more successful than he imagined.
- 6 ☐ He has always believed that that happiness comes from making money.

Family fortunes from failure to success!



Jim Koch giving a tour of the brewery

The Koch family ¹ has brewed / brewed beer for six generations, but when Jim Koch wanted to continue the family tradition, his father ² thought / was thinking it was a very bad idea. He said, 'Jim, you ³ did / have done some dumb things in your life, but this is the dumbest.'

This was 1984, the beer industry in America was in a bad way and the family business ⁴ has suffered / was suffering. At that time, Harvard-graduate Jim ⁵ was earning / has earned a high salary as a business consultant, but he ⁶ wasn't enjoying / hasn't enjoyed it. So, despite his father's disapproval, he ⁷ left / has left his job and decided to rebuild the family brewery business. He ⁸ didn't want / wasn't wanting to compete with the big breweries, he just wanted to make good quality, traditionally brewed beer.

Jim ⁹ discovered / has discovered his great-great-grandfather's German beer recipe in the attic, and used it to create his first lager. He named it 'Samuel Adams', after

the 18th century Boston brewer and war hero. Jim was both clever and lucky – his 'craft' quality beer ¹⁰ hit / was hitting the market at the perfect time, when Americans ¹¹ began / was beginning to grow tired of mass produced beer. Twenty years later, in 2004, Jim's company was worth \$70 million!

Since then the popularity of 'craft' beer ¹² has continued / continued to grow. There are now more than 5,000 craft breweries in the US, worth \$23.5 billion! Jim's company ¹³ became / has become a billion-dollar business – it sells three to four billion barrels of beer a year. He can't believe how much money he ¹⁴ made / has made already. He says, 'My plan was to get about a million dollars a year in sales.'

Over the years Jim ¹⁵ was learning / has learned many lessons about life, but he says the biggest one is 'Do what makes you happy rather than what's going to make you rich.'