Unit 2: Companies

Listening

Listen and fill in the blanks

Track 18

I : Can you tell us about your company?

SB: Nature's Way Foods is a food (1)_____ company based on the south coast of England. We put chilled product, the (2)_____ of which is lettuce and fruit, into various types of (3)_____ for the major (4)_____ and various food-service companies in the UK. Examples of retailers would be Tesco, Morrison's and Waitrose, and in terms of food-service companies, our biggest customer is McDonald's, which I'm sure most of you will be familiar with.

Track 19

I: What are the reasons for the company's success?

SB: There are various reasons for the company's success. I think one of the major ones is the markets in which we (1)_____. There are some, what we call 'big marketing themes; which are: health, convenience, (2)_____ and (3)_____. We think the products we produce in both leaf and fruit a lot of those themes. So a majority of the UK population have a desire to eat healthy products. They tend to be what we call 'time-poor', i.e. they haven't got much time in their lives for creating great food, so they want to be able to buy a convenient product of good, healthy food. There was also a theme for (4)_____, so people want to feel like they are contributing towards a (5)_____ world, and a lot of our product has a fairly low level of what we call food miles and therefore is fairly sustainable. Some of our products also have a fairly (6)_____ feel, so the UK population, er, has a habit of wanting to be indulgent at certain times. So they might diet on a Monday to Friday, but when it gets to Friday night, they will have several (7)_____ _____ _____ and maybe a few drinks. I think the other reason for our success is the way we run our business. We are a high-volume business, so we're producing hundreds of millions of units, so we need to be very (8)_____ in the way we produce them. So we've invested heavily as a business in systems and processes, to make sure we are very efficient in the manner in which we produce the products for our customers.

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