

## LISTENING SCRIPT

### Exercise 1.

**Presenter:** You will hear a conversation between an employee at a company called Fresh Ideas, and a woman calling for information.

**Employee:** Hello. Online Meals Service.

**Caller:** Hello. You deliver meals to people's homes, right? My friend recommended you.

**Employee:** Well, not quite. You place your order online for the meals you want, and then we provide everything you need to make them.

**Caller:** Great. Could you tell me about the different meal options?

**Employee:** Sure, we do Meals for Two. So that's all your evening meals, Monday to Sunday. And, for two of them, it'll be fish that you're cooking with.

**Caller:** OK. When do you deliver the meals?

**Employee:** How it works is that you order online by Wednesday, then early on a Friday, our delivery truck will come to your home. We do it on a Friday, rather than a Monday, so you get fresher ingredients on the weekends.

**Caller:** And how much is that?

**Employee:** For the Meals for Two option, that's £160.50 per week. Then we do a Family Meals option, which is suitable for two adults and up to three children.

**Caller:** I see. What do you include in each meal?

**Employee:** I can send you some menus to look at. Sometimes we include bread, but not always, and sometimes we offer different desserts. However, what we never do without is some kind of fruit. We want our meals to be varied, but nutritious.

**Caller:** Good.

**Employee:** And for teenagers, we try to get them involved in cooking, so for every meal, we put together a simple recipe. So you have everything you need, except cooking equipment, which we assume you already have.

**Caller:** Nice idea. I'd really like to get my kids interested in cooking. So, in terms of cost, my friend told me she was paying £192.75 each week.

**Employee:** That's what it is, yes. It was £219.50, until we found some different suppliers, and so we were able to reduce the price by £26.75.

**Caller:** Great!

**Employee:** There's one more option. Luxury Meals.

**Caller:** How is that different to the Family Meals option?

**Employee:** Well, it consists of dishes from various countries – so you might have a meal from Mexico one day, and something from Thailand or India on another.

**Caller:** Wow, that would certainly make dinnertime less boring, although I suspect my children might find it rather spicy, and wouldn't eat it. Aren't these meals more expensive?

**Employee:** Well, they're £233.50 a week, which for five people, I think is good value for money.

### **Exercise 3.**

**Presenter:** You will hear a woman giving a talk about how she started an online meals company.

**Woman:** Hello, I'm Victoria Andrews, owner and director of Fresh Ideas, the online meals service. We create menus for people, and deliver the ingredients they need to prepare meals themselves. Let me start from the beginning. What do you think we had to do before we set up our company? Well obviously we needed to do some research. We knew there was no point starting up until we were certain whether or not we had any competitors – whether anyone else was offering a similar service to us. We found out that no-one was, so we decided to go ahead. We spent a lot of time planning our menus, and trying and testing all the dishes that we wanted to promote.

When we were sure we had the right meals, we had to find a cost-effective way to let people know about us ... to get lots of people interested. We couldn't afford to pay for advertisements in magazines, so we decided we would tell people about our online meals service through social media. And it worked. More and more people began to place orders with us.

Anyway, advertising is very important when you start, but you also need to think about how you are going to grow. In the long-term, what customers are really looking for and what will help you maintain customer loyalty, is quality. We make sure that all our food is organic, and

that it's tasty and nutritious.

If you have the opportunity, go to our website. You'll find links that show exactly where we get our fruit, vegetables and meat from, and that's local farms, because it means that all the food will be really fresh. It's much better for the environment when you're not shipping your products from thousands of miles away.

Another thing that my business partner and I are always thinking about is how to help our customers. They aren't professional chefs, and they've probably spent a long day at work, so we ensure that all our meals are ones that don't need much time spent on them. At most, they would only take 30 minutes to cook. And I think that's another secret to success – give people something that makes their lives easier.