

Reading

- 1 Read the text below about the French company Perrier Vittel and fill in the gaps. Use the words in the box.

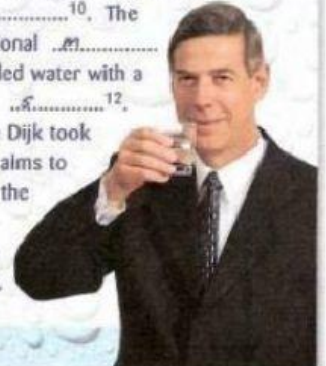
product	takeover	subsidiary	market leader	research centre	turnover
division	brands	customers	market share	production sites	acquisition

Perrier Vittel

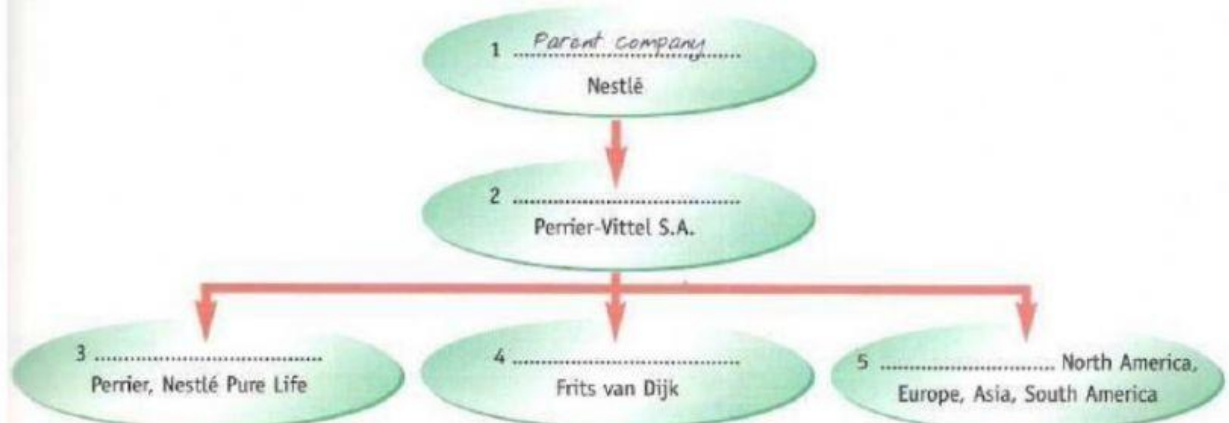


Perrier Vittel is a¹ of the Nestlé Group. It has millions of² all over the world. It is the water³ of the group and has many famous⁴ such as San Pellegrino, Contrex, Panna and Aquarel. There are sixty-seven⁵ producing billions of litres of bottled water. The main⁶ of the Nestlé Group is in Lausanne and there is a network of seventeen other centres on four continents employing 2,500 staff. This research helps produce safe and affordable water for everybody. A recent new⁷ is Nestlé Pure Life.

The company bottles this water locally in developing countries such as Pakistan and Brazil. Nestlé's interest in water began in 1969 with the⁸ of 30% of Vittel. After the⁹ of Perrier in 1992 the new company Perrier-Vittel became a major part of the Nestlé Group. Today water sales represent 8.8% of the group's¹⁰. The group is the international¹¹ for bottled water with a 15%¹². A new CEO, Frits van Dijk took over in 2000 and he aims to keep Perrier-Vittel at the front of the bottled water market in both sales and technology.



- 2 Look at this organization chart. Use the information from the text above to complete the missing information. The first is done for you.



- 3 Try and draw a similar chart for your company or a company you know. Describe it to a partner.