

Part A: Match the following words to their correct definition.



1. <u>ethical</u>	a. buying and selling products, making sure that the original producer receives a fair price
2. <u>fair trade</u>	b. able to continue for a long time and causing little damage to the environment
3. <u>co-operative</u>	c. use someone or something unfairly for your own advantage
4. <u>sustainable</u>	d. following accepted principles of right and wrong
5. <u>equitable</u>	e. jointly owned or managed by people who use its facilities or services
6. <u>exploit</u>	f. treating everyone the same way

Read the article and answer the following questions:

1. How is Montezuma's chocolate different from other chocolate products?

- a. It is cheap and mass-produced
- b. It is high-quality and innovative, with unique flavors
- c. It is only sold in boutique chocolate shops
- d. It is only sold in large chain stores

2. Why did Simon and Helen Pattinson decide to start a chocolate company?

- a. They wanted to explore new business opportunities
- b. They wanted to create a cheap and mass-produced chocolate product
- c. They were fascinated by the chocolate industry during a trip to South America
- d. They saw a gap in the market for boutique chocolate shops in the UK

3. What personal ability helped Simon Pattinson to develop flavors for his chocolates?

- a. He is an expert chocolatier
- b. He is an experienced marketing strategist
- c. He is an amateur and experimental cook
- d. He is a trained chef

4. In what ways is Montezuma's an ethical business?

- a. It prioritizes profit over fairness and sustainability
- b. It only sources its cocoa from large, multinational corporations
- c. It prioritizes fairness and sustainability, including sourcing its cocoa from cooperative plantations and reinvesting a portion of its profits into charitable causes
- d. It only sells to high-end customers and ignores the needs of its employees and suppliers



Read the article and decide if the following statements are true (T) or false (F).

1. Montezuma's chocolate company was started by Simon and Helen Pattinson, who were city lawyers before becoming entrepreneurs. _____
2. The Pattinsons were inspired to start Montezuma's after a trip to South America and staying on a cocoa plantation in Venezuela. _____
3. Product development, including the creation of unique flavors, is not a key focus for Montezuma's. _____
4. Montezuma's sources its organic cocoa from cooperative plantations in Peru and the Dominican Republic. _____
5. The Pattinsons prioritize ethics in their business model by reinvesting a portion of their profits into charitable causes. _____
6. Montezuma's has a small retail presence, with only one shop and limited wholesale and mail order business. _____
7. The targeted turnover for Montezuma's in the current year is \$4.8 million. _____
8. Montezuma's uses its advertising budget to support charitable works instead of traditional advertising efforts. _____

Read the following article on the next page and find:

1. a synonym of 'exchanged' (SUBTITLE) _____
2. a word that describes something that is unusual or special (P1) _____
3. a word that means the trips that you make every day to go to and from work (P3) _____
4. a word that describes food that you cannot stop eating (P4) _____
5. a multi-word adjective that describes a company with 60 employees (P6) _____
6. a term that means the total value of a company's sales over a particular period (noun, P6)

7. an idiom that means 'since the very beginning' (P8) _____
8. a word that means the organized activity of obtaining money for charities or political organizations (P9) _____

