



# COFFEE COCA COLA



## Coffee Coca-Cola – level 2

29-01-2021



### ***Do you remember the correct verb?***

Last week, the Coca-Cola company \_\_\_\_\_ two new products to the US market. The products \_\_\_\_\_ Coca-Cola with Coffee and Coca-Cola with Coffee Zero Sugar.

According to the **brand director** of Coca-Cola, Coca-Cola with Coffee \_\_\_\_\_ a perfect drink for the afternoon. Many people \_\_\_\_\_ coffee and many people \_\_\_\_\_ Coca-Cola, and sometimes, they cannot \_\_\_\_\_ what to drink. Now, they will be able to \_\_\_\_\_ both drinks in one product. It \_\_\_\_\_ a perfect business for Coca-Cola because people who \_\_\_\_\_ coffee will \_\_\_\_\_ Coca-Cola.

The new drinks \_\_\_\_\_ Brazilian coffee. and they \_\_\_\_\_ three different **flavors**. Coca-Cola \_\_\_\_\_ Coca-Cola Coffee in many countries. and the taste can \_\_\_\_\_ a little different in each country. The reason \_\_\_\_\_ that people in different countries \_\_\_\_\_ different tastes.

### *Difficult words:*

**brand director** (the person whose job is to know what people like to buy)

**contain** (to have something inside)

**flavor** (how a food or drink tastes).



## COFFEE COCA COLA



### Coffee Coca-Cola – level 3

Last week, Coca-Cola unveiled Coca-Cola with Coffee and Coca-Cola with Coffee Zero Sugar that will be available for sale in stores in the US.

Both drinks bring together a great Coca-Cola taste infused with Brazilian coffee and the Coca-Cola Coffee will be available in three signature flavors: dark blend, vanilla, and caramel. Its zero-sugar **counterpart** comes in dark blend and vanilla. According to the brand director of Coca-Cola Trademark Brandan Strickland, Coca-Cola with coffee is a true **hybrid** innovation that provides the perfect solution for a mid-afternoon break. More than 50% of Coca-Cola drinkers and coffee **loyalists** enjoy both beverages on a regular basis, and many people are often torn between reaching for a soft drink or a coffee at 3 p.m. at work or school and now, they don't need to leave Coca-Cola to get their coffee fix.

The US is the 50th market to launch Coca-Cola with Coffee; however, each country tailors the recipe and packaging to meet local tastes.

*Difficult words:*

**counterpart** (a person or thing that has the same features or functions in a different place or situation)

**hybrid** (a thing that is made by combining two different elements)

**loyalist** (a person who shows constant support to someone or something).

**Find the English for:**

leur dose de café:

les deux boissons:

son homologue sans sucres:

Coca Cola a dévoilé: Coca Cola

sera disponible:

lancer: to



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sont souvent tiraillés entre: Coca Cola and coffee drinkers une innovation qui fournit la solution parfaite: an innovation cependant:

selon le directeur de la marque:

un mélange de cafés noirs:

Chaque pays adapte la recette et l'emballage pour satisfaire les goûts locaux:

**Find the question according to the answer in bold letters:**

1. \_\_\_\_\_?

**Coca Cola unveiled Coca-Cola with Coffee and Coca-Cola with Coffee Zero Sugar.**

2. \_\_\_\_\_?

It will be available for sale **in stores in the US.**

3. \_\_\_\_\_?

**More than 50% of Coca-Cola drinkers and coffee loyalists enjoy both beverages on a regular basis.**

4. \_\_\_\_\_?

Each country tailors the recipe and packaging **to meet local tastes.**

You can watch the original Youtube video below:



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# Business