



BON O BON TRAVELS ACROSS THE WORLD

Bon o bon is Arcor's –an Argentine company– flagship brand. It was born in 1984 and today it is present in more than 80 different countries like Mexico, Israel, Angola, Japan and the Arab World. Its wide variety of flavors will surprise you!

bon o bon -one of Arcor's most emblematic brands- was born in 1984, when Fulvio S. Pagani, one of the founders of the company, sought to introduce a chocolate candy that was available to everyone, to give as a gift and to enjoy oneself. Already settled among Argentine consumers, *bon o bon* was the first bonbon to establish the "Sweetness Week" with its classic slogan "a *bon o bon* for a kiss".

Ten years later, and already in the hearts of Argentines, *bon o bon* continued to grow and new varieties were launched: the last one is the lemon mousse flavor. In addition, during its history, it extended its original flavor to 12 different categories of products such as alfajores, ice-creams, chocolate-coated wafers, Easter eggs and even pastry products to fill cakes.

Currently, *bon o bon* is a leader in the national chocolate market and has two production plants in Argentina, one in Mexico and one in Brazil that produce approximately 10,000 *bon o bon* per minute.

Did you know that there are more than 10 bon o bon varieties?

bon o bon is Arcor's most popular brand outside of Argentina and it is enjoyed in different countries such as Angola, Japan, China and Thailand. In addition, it continuously adapts its flavors to the tastes of all the countries in which it is present. For example, in Brazil you can find the strawberry and cream flavors, mousse limão (lemon mousse) and *bon o bon* Beijinho (little kisses). In Japan you can find the "Matcha" *bon o bon*, with green tea filling.



Source: www.arcor.com

VOCABULARY MATCHING



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|----------------------|--|
| 1- Flagship | a- Something that is ready to be used or can easily be bought or found |
| 2- Wide | b- to go to a place where no people have lived permanently before and start to live there |
| 3- Flavour | c- a catchword or phrase used in politics or advertising |
| 4- Available | d- the best and most important product that a company produces |
| 5- Founder | e- having a great extent |
| 6- Settle | f- Someone who establishes a business, organization, school etc |
| 7- Slogan | g- The particular taste of a food or drink |
| 8- Variety | h- A place where machines are used to make goods or materials, usually in large numbers or amounts |
| 9- Leader | i- liked by a lot of people |
| 10- Production plant | j- a type of thing, such as a plant or animal, that is different from others in the same group |
| 11- Popular | k- a sweet food made from a mixture of cream, eggs, and fruit or chocolate, which is eaten when it is cold |
| 12- Taste | l- the food that you put inside a pie, sandwich etc |
| 13- Mousse | m- a person who rules, guides, or inspires other |
| 14- Filling | n- the kind of things that someone likes |

SYNONYMS

- | | |
|--------------|---------------|
| 1- Filling | a- Achievable |
| 2- Available | b- Main |
| 3- Wide | c- Chief |
| 4- Slogan | d- Celebrated |
| 5- Leader | e- Contents |
| 6- Flagship | f- Author |
| 7- Popular | g- Motto |
| 8- Founder | h- Extensive |

READING COMPREHENSION



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|---|-------|
| 1- The <i>Bon o Bon</i> bonbon was created in Mexico. | T / F |
| 2- There is a dozen Bon o Bon varieties around the world. | T / F |
| 3- Bon o Bon is available in eighty countries. | T / F |
| 4- New varieties of Bon o Bon were released in 1994. | T / F |
| 5- The company also produces cakes. | T / F |
| 6- There are four production plants. | T / F |
| 7- Brazilian plant produces 600,000 bonbons per hour. | T / F |
| 8- There is a green tea flavor in Asia. | T / F |

WRITING



Describe how your perfect candy or sweet treat would be (you may invent a new one) and create its slogan.
