

Food, drink and kitchen supplies to present and sell food vocabulary/ sales and marketing

In groups of 2-3, deal out the pack of cards between you. Choose one cards in your hand and try to sell that thing to your partner, starting with its (true or imaginary) USPs/ selling points. Before you start, tell your partner(s) if you are selling to a consumer, or if it is B2B sales such as a food manufacturer and a supermarket chain.

Useful language for presenting and selling products

after-sales service	aimed at...	best-selling	deliver within...
easy to.../ can easily...	free delivery	free gift	free sample
great deal	in stock	large discount	large order
limited period	made of/ from...	money-back guarantee	
monthly payment(s)	plenty of...	real bargain	retail price
selling point/ USP	special feature	special offer	target market
trade price	unique design		

aluminium foil/ aluminum foil	chopsticks	(hard) cider	combined bottle opener/ corkscrew
cooker/ stove	fizzy drink/ soda/ pop	homemade jam	hot chocolate
barley tea	instant mashed potato	cough drop/ lozenge	mug
pineapple juice	plastic bottle	plastic containers (like Tupperware)	pot noodles
rice crackers	rice wine	salad dressing	spring rolls
vodka	washing up liquid	soy sauce	tofu/ bean curd

In the same pairs, discuss:

- How well did you sell the products?
- What advice would you give new sales staff?
- What mistakes do sales staff often make? What recommendations would you give on how not to make those mistakes?

Look at the full list above and ask about any things you don't understand, working together to combine the food vocabulary and sales vocabulary each time.

Describing products collocations

Without looking above for now, try to think of words that go before or after the words below to make common expressions to describe products, for example when trying to sell them. Collocations which haven't been mentioned in the book are also fine as long as they make sense and are on topic.

+ bargain
+ deal
+ delivery
+ design
+ discount
+ feature
+ guarantee
+ offer
+ order
+ payments
+ point
+ price
+ price
+ sample
+ selling
+ service
+ stock
aimed +
deliver +
easy +
free +
limited +
made +
plenty +
target +

If you need to or your teacher tells you to, use the words on the next page to help with the task above.

Without looking above for now, try to think of other expressions which mean the same as:
very good value not for long USP

What are the differences between these things?
bargain/ sale (e.g. summer sale) free gift/ free sample/ service

Without looking above for now, correct these expressions:

- after service X
- sales point X
- bargain sale X

Use the expressions below to help with the collocations activity above:

after-sales
at...
best-
free
free
gift
great
in
large
large
market
money-back
monthly
of
of/ from
period
real
retail
selling
special
special
to
trade
unique
within

Food and drink collocations

Without looking above for now, brainstorm at least one collocation for each of the words below words (= words that go together with those words)

+ cider
+ bottle
+ chocolate
+ containers
+ crackers
+ dressing
+ foil
+ noodles
+ opener
barley +
cork +
cough +
fizzy +
homemade +
spring +
washing up +

If you need to or your teacher says you should, look below the fold for words that could collocate with the words above. Note that many other answers are possible.

Without looking above for now, try to think of other expressions which mean the same as:

- soda/ pop =
- lozenge =
- Tupperware =
- sake =

What are the differences between these things?

pine/ pineapple

cider/ soda

Without looking above for now, correct these expressions:

- alumi foil X
- mash potato X
- pine juice X
- PET bottle X
- cup ramen X
- salada dressing X

-----fold, cover or cut-----

Use the expressions below to help with the collocations activity above:

aluminium	bottle	drink	drop
hard	hot	jam	liquid
plastic	plastic	pot	rice
rolls	salad	screw	tea

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