



Ethical chocolate

Lesson code: KSP4-NL2B-E2KG-J

UPPER INTERMEDIATE +

1 Warm-up

What do you understand by the term 'business ethics'? Can you think of any examples of ethical and unethical behaviour?

2 Business ethics

Match the following words to their correct definition:

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

3 Find the words

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 organised activity of obtaining money for charities or political organisations (**P9**) _____




 THE INDEPENDENT

The innovative chocolate company with a taste for ethical trading

Following a trip to South America, Simon and Helen Pattinson swapped their lives as City lawyers to run a fairly traded chocolate company. By Kate Hilpern

- 1 Montezuma's chocolate has been described as a "stroke of genius" and "a taste of paradise". On tucking into a piece of their dried mango dipped in white chocolate flavoured with lime and chilli, it's difficult to argue with these compliments. In fact, it's difficult to do anything but concentrate on the remarkable flavours exploding in your mouth.
- 2 "Our aim was to create a chocolate company that was really innovative, good quality and interestingly packaged," says founder, Simon Pattinson. "Despite all the chocolate providers in the UK, I still don't think that exists elsewhere. At one end of the spectrum, you've got cheap and cheerful chocolate bars and at the other end, you have boutique chocolate shops - we try to sit comfortably in the middle."
- 3 A decade ago, Pattinson hadn't a clue about the chocolate industry. "My wife, Helen, and I were both City lawyers and were getting increasingly dissatisfied with the long hours and long commutes. OK, we were well paid, but we never had any time, so we decided to pack everything in and go off travelling for a few months while we decided what we wanted to do with our lives. The plan was to explore South America, have some fun and come back with a notebook of business ideas."
- 4 They started to consider chocolate as soon as they came across a little town in the middle of the Argentinean lake district where a large German population ran several chocolate shops. "We got thinking about why there wasn't more innovation in chocolate in the UK," says Pattinson. "When we reached Venezuela and accidentally ended up staying on a cocoa plantation, we became fascinated by these beautiful trees and fruit and how it becomes one of the world's most addictive foods."
- 5 When they returned, the couple spent six months eating very large amounts of chocolate and researching every corner of the industry until they found a gap in the market. "It helped that I'm an amateur and experimental cook," says Pattinson. Indeed, product development - including all Montezuma's unusual flavours, such as their strawberry and paprika chocolate bar - is his area.
- 6 In 2000, Montezuma's started with one little chocolate machine and one shop, selling 200 products. After seven years, the 60-person-strong company launched its seventh store and also has a growing wholesale and mail order business. The targeted turnover for this year is £4m.
- 7 All Montezuma's organic cocoa comes from co-operative plantations in the Dominican Republic and Peru. "Besides focusing on sourcing the finest ingredients, it was always important to us that growers get a fair price," explains Pattinson. "Both of these co-ops have a strong social structure that re-invests in the local society and infrastructure in a way that makes their cocoa-based agriculture sustainable, equitable and, indeed, profitable."
- 8 Right from the word go, the Pattinsons put ethics at the heart of the business. "It really was a passion of me and Helen's that if we could make the business profitable, then we should make part of the aim of the business to make life more comfortable for the societies we come into contact with," he explains. "In fact, it's essential to us to deal fairly with all our suppliers so that we don't exploit anyone in the entire chain from grower to consumer."
- 9 The Pattinsons' commitment to ethics even extends to its advertising budget. "We don't advertise. Instead, we use the budget that we would do for advertising to support charitable works - whether that's providing Easter eggs for a charity Easter Egg hunt or getting actively involved with fundraising for different projects."

Adapted from The Independent, 05 June 2007



4 Checking understanding

Read the article again and answer the following questions:

1. How is Montezuma's chocolate different from other chocolate products?
2. Why did Simon and Helen Pattinson decide to start a chocolate company?
3. What personal ability helped Simon Pattinson to develop flavours for his chocolates?
4. In what ways is Montezuma's an ethical business?

5 Phrasal verbs

Match the following phrasal verbs from the text to their correct meaning.

- | | |
|--------------------------|--|
| 1. tuck into something | a. finally be in a particular place or situation |
| 2. pack something in | b. find something by chance |
| 3. come back | c. leave |
| 4. go off | d. return |
| 5. come across something | e. start eating something eagerly |
| 6. end up (somewhere) | f. stop doing something (e.g. a regular activity or job) |

The grammar of phrasal verbs

Phrasal verbs consist of a **verb** (for example *go, give, do, make*) + a word which is sometimes called a **particle** (*up, down, under, in, etc.*)

If the phrasal verb has an **object**, the position of the object depends on the type of phrasal verb (see below) and if the object is a **noun** or a **pronoun** (*me/you/him/it* etc.) It sometimes goes after the particle and sometimes before.

Phrasal verbs belong to four main types:

Type 1: verb + particle (no object) Examples: *come back, go off, end up*

Type 2: verb + particle + object or **verb + object + particle**

. BUT: **verb + object pronoun + particle**

. Examples: *pack in everything, pack everything in, pack it in (pack-in-it)*

Type 3: verb + particle + object noun or pronoun

. Example: *come across a little town (come-a-little-town-across)*

Type 4: These are the same as **Type 3**, but they have **three words** instead of two

. Examples: *run out of money, look forward to your holiday, etc.*



In pairs, answer the following questions:

1. When did you last come across something you thought you had lost?
2. Have you ever ended up in a difficult situation?
3. When was the last time you had to deal with a difficult situation?
4. When was the last time you tucked into something?

Study the following phrasal verbs and definitions and complete the sentences below.

put *sth* off: to arrange a meeting or event for a later time or date

look into *sth*: to examine the facts about a problem or situation

get on with *sb*: to like somebody and have a friendly relationship with him/her

look *sth* up: to try to find some information in a book, dictionary, encyclopedia, on a computer, etc.

drop by: to visit someone

turn up: to arrive or appear

do *sth* up: to renovate or redecorate a room or building

come along: If something is coming along, it is improving or making progress

do without *sth*: to manage without having something

be in for *sth*: to be about to experience something unpleasant

1. I'm afraid I can't make the meeting tomorrow. Can we _____ it _____ to next week?
2. Do you _____ your new colleagues?
3. I'm going to be at the cafe all afternoon, so _____ if you find some time.
4. He didn't _____ for the meeting this morning so we had to start without him.
5. The company Internet connection wasn't working, so we had to _____ email.
6. I'm sorry the goods you ordered haven't been delivered. I'll _____ it right away.
7. Your English is really _____. I've never heard you speak so well.
8. The office is in a bad state. We really need to _____ it _____.
9. If you don't know what the word means, _____ it _____!
10. The financial crisis is going to hit our economy very soon. It looks like we _____ a tough year!

6 Talking point

In what ways is your business 'ethical'? Are ethical issues important in your country? Why/why not?



1 Warm-up

'Business ethics' refers to accepted principles of right or wrong in business. Examples of ethical behaviour include treating employees with respect, conducting business in an honest fashion, etc. Examples of unethical behaviour include discrimination, bribery, doing personal business on company time, manipulating accounting figures to appease shareholders, etc.

2 Business ethics

1. c 2. b 3. d 4. a 5. e 6. f

3 Find the words

1. swapped 2. remarkable 3. commutes 4. addictive
 5. 60-person-strong 6. turnover 7. right from the word go 8. fundraising

4 Checking understanding

1. innovative, interestingly packaged, etc. in between cheap and boutique chocolate.
2. They were dissatisfied with their work as lawyers and wanted to do something else with their lives. During their trip to South America, they were inspired by chocolate shops in Argentina and staying in a cocoa plantation in Venezuela.
3. He was an amateur and experimental cook.
4. They buy from co-operative plantations, deal with suppliers fairly, without exploiting anyone, and they support charities.

5 Phrasal verbs

1. e 2. f 3. d 4. c 5. b 6. a

An explanation of the grammar of phrasal verbs is presented in this exercise, which some students may find confusing. However, understanding the different verb types does have some usefulness - as well as showing their correct grammatical construction, some phrasal verbs can belong to more than one type with a change in meaning, e.g. work out (Type 1 - work out in the gym and Type 2 - work out the cost of something).

For a strong, eager class, go through the presentation step by step, illustrating the different types on a whiteboard or other suitable visual aid. Explain how dictionary presentations of phrasal verbs may indicate their type: Type 2 phrasal verbs are usually presented with the object in the middle position (put sth off, do sth up, etc.). Type 3 verbs are usually presented with the object in its fixed position (come across sth). For practice, have the students indicate the type of each phrasal verb on Page 4 before completing the sentences.

For weaker or tired classes, the presentation can be omitted. The students can study and practice each phrasal verb without knowing the type.

1. put it off 2. get on with 3. drop by 4. turn up 5. do without
 6. look into 7. coming along 8. do it up 9. look it up 10. are in for

