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Innocent!

Activity One – Discussion - What's the opposite of innocent?
With your partner write a list of what you think many **food manufactures** are **guilty** of…

Use the following expressions to present your ideas…

We believe that
We think that
It seems that
I feel that
It looks like
Apparently

Clearly
Obviously
In my opinion
My view is that…
It seems clear that
It seems obvious that…



Activity Two - The story of Innocent Smoothies.

Read the article. **Concentrate on your intonation…**

the untold truth…

innocent
little tasty drinks

Work hard, play hard. Sure. These days it's more like work hard, go home and eat potato salad. We've always found that there's something about modern living that makes it hard to be healthy. That's why we gave up our jobs over nine years ago and started making innocent smoothies. The idea was to make it easy for people to do themselves some good. And to make it taste nice too. We wanted people to think of innocent drinks as their one healthy habit; like going to the gym, but without the communal shower afterwards.

We call them innocent because our drinks are always completely pure, fresh and unadulterated. Anything you ever find in an innocent bottle will always be 100% natural and delicious -and if it isn't, get on the banana phone and make us beg for forgiveness.

In fact, being accountable to our customers is something that is in our blood. In the summer of 1998 when we had developed our first smoothie recipes but were still nervous about giving up our proper jobs, we bought £500 worth of fruit, turned it into smoothies and sold them from a stall at a little music festival in London. We put up a big sign saying 'Do you think we should give up our jobs to make these smoothies?' and put out a bin saying 'YES' and a bin saying 'NO' and asked people to put the empty bottle in the right bin. At the end of the weekend the 'YES' bin was full so we went in the next day and resigned.

Vocabulary. Now explain the underlined expressions by using them in another sentence. Then identify the Phrasal Verbs used and explain what a phrasal verb is.

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Activity Three - Hello We're Innocent – Commercial break.

- Watch the commercial and say what makes the orange juice innocent ?

http://www.youtube.com/watch?v=7Hy9Q3zEAX8&feature=related

You Tube 'Innocent'

- Watch the commercial and explain the difference between a juice and an innocnent smoothie

http://www.youtube.com/watch?v=fxnbZA_MqiY&feature=related

You Tube 'INNOCENT SMOOTHIES'

- Watch the commercial and list the features of an innocent smoothie.

http://www.youtube.com/watch?v=KBYGwrfE7vI&feature=related **You Tube 'innocent drinks ad 2008'**

- Watch the commercial and say what is NOT in the smoothie?

http://www.youtube.com/watch?v=2eOi87AwDSA&feature=related

You Tube an advert with a chicken in it

- Watch this commercial and list the idiomatic expressions used.

http://www.youtube.com/watch?v=SvaDBy-EYQ4

You Tube our new telly ad: a gentle nudge towards your 5-a-day

Opinions – Then say what you think of these commercials using the expressions from activity one.

Activity Four – Why is this company Innocent ?

Check out their web site and explain to why the company claims to be innocent.
Use the following expressions –



First of all…	The key…. are
According to this information…	Essentially
This company claims to be…	Apparently
The main… are…	Basically
However	Furthermore
Considering….	Compared to….
In view of……..	whereas
Therefore	Nevertheless
All things considered	In conclusion

http://www.innocentdrinks.co.uk/us/ethics/

Activity Five – Read the article from The Times and then answer the questions.

the innocent foundation

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April 12, 2009

Not so innocent

Kate Walsh and Matthew Goodman Times Online

A little over a **fortnight** ago, two of the three founders of Innocent smoothies, Richard Reed and Adam Balon, rode the lift more than 30 floors to the top of London's Centrepoint tower for a beer at the Paramount bar. They were accompanied by an **unlikely** drinking companion.

The business partners were joined by James Quincey, a senior executive at Coca-Cola, The small party had good reason to be **cheerful**. That afternoon, the entrepreneurs had signed a deal to sell a minority stake of up to 20% in the smoothie maker for £30m to Coke.

When the deal was announced last week, the **backlash** was immediate. Innocent, founded 10 years ago and fêted for its healthy drinks and ethics – it donates 10% of profits to charity – provoked a vitriolic **outpouring** from **scores** of customers. As far as they were concerned, the firm might as well have done a deal with the devil.

One railed: "You have sold your soul. That's the last time we buy your produce."

People simply **wondered** why Innocent had to do the deal. So why has it?

To grow and be secure Innocent needed an injection of cash. Stamford Partners, a small firm specialising in advising on food and drink deals, was **hired** to find an investor on September 15 – the same day Lehman Brothers filed for **bankruptcy** – and a prospectus went out in late November to 30 potential **backers**. The response was clear: thanks, but no thanks.

The groups that had shown interest had **unwelcome** demands. Reed said: "One meeting with a venture capitalist started with them saying, 'obviously if we put in the capital you're going to have to stop the donations to charity.' We didn't want that sort of deal. We were looking for a minority investor who wants **to come along for the ride,** but ultimately **we call the shots."**

Late last year talks with Coca-Cola, which had been among those approached, got serious. Reed admitted it felt "bizarre" when Coke **grabbed pole position**, but any scepticism was **dispelled** by a guarantee that it would be a passive investor.

If it **makes good** on its promise, Coke's official role will be limited to attending quarterly investor meetings and monthly management meetings. Innocent will have Coke's resources – from distribution to people – at its disposal. The company is at pains to point out that the £30m will be used to fund expansion, and will not be used **to line the founders' pockets.**

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THE Innocent story has an air of romance. They sold their first bottles of pulped fruit, made on the kitchen table of their shared house in west London, at a jazz music festival in nearby Parsons Green in 1999. Customers were asked to vote by **casting** their empty bottles into a **bin** marked "Yes" and a bin marked "No" on whether they thought the **budding** entrepreneurs should **give up** their jobs to make smoothies full time. By the end of the weekend, the "Yes" bin was **overflowing**.

Fast-forward 10 years and Innocent's **turnover** had reached £110m, profits were £6m in 2007 and the workforce had grown to 250 people.

Last year, however, proved the company's **toughest**. Sales in the smoothie market **contracted** by 20% as recession-hit customers opted for cheaper options. A 250ml bottle of Innocent costs up to £2, a lot more than buying a bottle of **squash**.

This reverse coincided with an increase in costs as fruit became more expensive and exchange rates went against them. **On top of all that**, a formidable competitor emerged: PepsiCo's Tropicana juice range expanded into smoothies with a less costly option. For the first time, Innocent, **had to cut back**. Last December, 20 staff – equivalent to 7% of the workforce – were **made redundant**.

Not everyone is convinced. Rob Harrison, editor of Ethical Consumer magazine, said: "The balance of power is highly **uneven**. It's a tiny thing trying to influence an enormous thing – and you have to be slightly suspect about how big the influence will be."

Innocent's founders believe they can defy **expectations**. In an open letter to customers, they wrote: "We will be the same people making the same products in the same way. Everything that Innocent **stands for** remains in place."

1. Compete wth the other 'team' to provide definitions for all of the **underlined** words.
2. What deal took place in 2009 ?
3. How did customers react ?
4. Why did the company make this decision ?
5. Who looked for backers for the company ?
6. How did most backers react ?
7. Why did the company reject some offers ?
8. Why did they eventually settle on Coke ?
9. How did they decide to give up their jobs at the beginning and start the company ?
10. Did they succeed ?
11. What happened in recent years ?
12. What are the pros and cons of the new deal ?

Activity Six – Not that Innocent – Just for fun.

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I think I did it again.I made you believe
We're more than just friends.
Oh, baby;
It might seem like a crush,
But it doesn't mean
That I'm serious.
'Cause to lose all my senses...
That is just so typically me.
Oh, baby; baby.

Oops!
... I did it again.
I played with your heart.
Got lost in the game.
Oh, baby; baby.
Oops!
... You think I'm in love.
That I'm sent from above...
I'm not that innocent.

You see my problem is this:
I'm dreaming away;
Wishing that heroes, they truly exist.
I cry watching the days.
Can't you see I'm a fool
In so many ways?
But to lose all my senses...
That is just so typically me.
Baby, oh.

Oops!
... I did it again.
I played with your heart.
Got lost in the game.
Oh, baby; baby.
Oops!
... You think I'm in love.
That I'm sent from above...
I'm not that innocent.
"All aboard!"
"Britney, before you go, there's something I want you to have."
"Oh, it's beautiful! But wait a minute, isn't this... ?"
"Yeah, yes, it is."
"But I thought the old lady dropped it into the ocean in the end..."
"Well, baby, I went down and got it for ya."
"Aw, you shouldn't have."

Oops! I
Did it again to your heart.
Got lost
In this game; oh, baby.
Oops! You
Think that I'm sent from above...
I'm not that innocent.

Oops!
... I did it again.
I played with your heart.
Got lost in the game.
Oh, baby; baby.
Oops!
... You think I'm in love
That I'm sent from abov
I'm not that innocent.



Oops!
... I did it again.
I played with your heart
Got lost in the game.
Oh, baby; baby.
Oops!
... You think I'm in love.
That I'm sent from above...
I'm not that innocent.

Britney Spears Lyrics