

Business English Space

Exercise 3 - Answers

Promoting food products

- Look at these methods that food companies might use to promote their products.

- Decide which method, A-H, each sentence 1-5 refers to.

1) Which method might mean that retailers (e.g. shops) receive benefits for selling more of the manufacturer's goods? **Answer: E**

2) Which method might include advertising on TV and radio, and in newspapers and magazines? **Answer: H**

3) Which method means sending publicity materials by post to potential customers? **Answer: A**

4) Which method means that changes are made to the boxes, jars, cans, etc that contain products? **Answer: D**

5) Which method means that anyone going into a shop can try a product free of charge? **Answer: G**

A - running a direct mailing campaign

B - adding new products to the range

C - reducing the price of the products

D - introducing new packaging for an existing product

E - giving incentives to stockists

F - running a special offer with another company

G - giving out samples of products in shops

H - launching a media campaign