

Business English Space

Exercise 3

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?

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

3) Which method means sending publicity materials by post to potential customers?

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

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

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