

ICE CREAM

Level: B2+

Age: 12+ years old

Time: 45-55 minutes

Lesson Focus and Goals

This is an ideal stand alone lesson plan that can be used to celebrate the transition from pride to ice cream month. Lesson starts by learners guessing Ben & Jerry's slogan, discussing ice cream preferences and talking about a more serious topic related to company values. This is followed by a short overview video about Ben & Jerry's. The class transitions to the second video about the company's values. Students watch the video twice, first time to check their predictions and second time to answer the questions. As it may be a heated topic, the class ends with students guessing the ingredients of different ice cream flavours and ranking them from best to worst. The class ends with learners working in groups, inventing and naming a new ice cream flavour.

Materials Needed

- Worksheet: Ben & Jerry's values
- Worksheet: Top 10 Ben & Jerry's flavors of 2020
- [Overview video](#)
- [Values video](#)

Learning Objectives

- To learn about Ben and Jerry's company values
- To rank top ice cream flavors
- To work in groups and design the perfect ice cream name and flavor

Structure

Lead in: Start by drawing *a peace sign, a heart and ice cream*. Students guess the slogan and the company. Follow by discussion about students favourite ice cream flavour or favourite Ben & Jerry's flavour. **(3'-5')**



Listening for gist: Before watching the video continue with discussion about the company values. Ask *What values should any company support? What values should an ice cream company support?* Students discuss their ideas as a whole class. Watch [the video](#) and discuss their further predictions (at first some of the guesses may be regarding fair trade, animal welfare, after the video it may lead to human rights or environment protection). **(3'-5')**

Vocabulary analysis: This may be a good moment to explain some of the new vocabulary, e.g. *scoop, from the get go, chunk, swirl, fair trade, to dig it, to dig in, to bite off more than you can chew, to lick the problem*. In case of more problems go through the transcript or watch the video again, this time with subtitles. **(2'-4')**

Prediction - listening for gist: Hand out worksheets *Ben & Jerry's Values*. Before the video students work in pairs and predict the missing words. (exercise 1). Watch [the video](#) and check the answers. **(4'-6')**

Vocabulary analysis: In order to make the next task easier, explain any new words. It is also a good moment to explain the difference between *flavor (US) / flavour (UK), behavior (US) / behaviour (UK), etc.* Before the class read the transcript and help with any difficult words. **(2'-4')**

Listening for detail: Give students some time to read the questions (exercise 2). Students watch [the video](#) again and write the answers. **(5'-7')**

Pre-group project task: Divide students into pairs / small groups. Give each group a *Top 10 Ben & Jerry's flavor of 2020* worksheet. Students read the ice cream flavor names and think of ingredients that can be found in each. You can reveal the answers out of order so learners can match the answers to the flavours. To make the task more competitive you can give one point for one correct ingredient. Explain any new words, e.g. *fudge, swirl, gob*. **(6'-8')**

Rank the flavours: Now students put the top 10 flavours in order from 1-10. Reveal the answers from [Ben & Jerry's blog.post](#). To keep the class engaged, you can add the points to the previous scores. **(4'-6')**

Group project: Students continue pair/group work. They write the list of ingredients and think of a catchy ice cream name. Once all the groups have their ice cream ideas, students present them to the rest of the group. Learners vote for the best ice cream flavour and name. Add the points to the scores and reveal the winners - you can plan ice cream related awards ahead of time to give to the winning group. **(8'-10')**

Homework

Students do a further research on Ben & Jerry's company values and write an article about it (150-200 words).