The Cadbury chocolate spies

What's your favorite kind of chocolate?

Vocabulary

1. guise 2. innovative 3. significant 4. spying 5. stiff 6. incorporating

True Story

In the early 20th century, Cadbury, a well-known British chocolate maker, faced _____ competition. To stay ahead, they came up with a clever plan.

They sent their employees on holiday trips abroad, but these were no ordinary holidays. These employees were secretly tasked with _____ on other chocolate factories to discover their secret techniques and recipes. They visited factories under the _____ of tourists, keenly observing and gathering information about _____ chocolate-making methods.

Upon returning, they shared their findings with Cadbury, leading to _____ improvements in their chocolate production. This strategy helped Cadbury develop smoother, tastier chocolate, like the famous Dairy Milk, by _____ the best practices learned from their rivals.

Quiz

1. What was Cadbury's plan to stay ahead in the competition?
2. How did Cadbury improve their chocolate production?

True or False

1. Cadbury is a well-known Irish chocolate maker. True | False
2. The employees were sent to steal all the chocolate from other factories. True | False
3. The strategy helped Cadbury develop smoother, tastier chocolate. True | False

Conversation

A: Did you enjoy your holiday, Frank?
B: It was more than just a holiday, boss.
A: Oh, did you manage to get any...chocolatey secrets?
B: You bet! Wait till you see what I've got.
A: Great work! Looks like you've gained a few pounds.
B: I hope you're talking about my salary!

Discussion

1. Have you ever tasted Cadbury's chocolate?
2. Would you go on a spying mission if asked by your company?
3. Can you think of some rival companies? Do they copy each other? How so?

Copyright © Nick Ramsay