

Unit 9 Special Offers

Warm-up

Match the words with the pictures.

durian

sweet pepper

coconut

red wine

lobster

yogurt



Communication Task



1. Tell your partner how often you go to the supermarket and what you usually buy.
2. Describe an interesting or embarrassing experience that you've had in the supermarket.

Reading

GREAT PROMOTIONS for 10th ANNIVERSARY CELEBRATIONS



Dear customers of PAPAYA Supermarket:

We are pleased to announce that we will celebrate the 10th anniversary of our opening next week. In order to thank you for the constant trust and support during these years, we will have a series of special offers. Here are four alternatives for you.

Package 1 Discounts on imported fruits, dry goods and beverages

If you spend over ¥200 , you will get a10% discount on all fruits, dry goods, and beverages; and you will get 15% off if you spend more than ¥300.

Package 2 Bonus points for customers with the PAPAYA membership card

If you spend over ¥100, the bonus points on your card will be doubled.

If you want your reward points tripled, you should spend over ¥200.

*If the bonus points on your card are more than 3000, you can buy the following items with a 50% discount: red wine, white wine, lobster, durian or German sausages.

Package 3 Free gifts

You will get a cushion or a pack of napkins if you spend over ¥200; and if you spend over ¥300, you can receive a broom or a mop.

Customers who spend more than ¥400 will receive a dozen beers or 10 cartons of yogurt.

Package 4 If you spend over ¥500, you will get a 20% discount on all goods!!!! At the same time, we will upgrade your membership card to Diamond VIP for free.

The promotion will last for three days (from January 1 to 3). If you have any questions, you can consult our staff at reception.

Your support and trust are key to growth. Thank you again and we will continue to offer high quality services and goods in the future.

Best wishes,

PAPAYA Supermarket

Reading Task

True or False?

1. () The PAPAYA promotion will last for five days.
2. () Customers will get a 20% discount if they spend over ¥ 200.
3. () If customers spend more than ¥ 200, they will receive a broom and a pack of napkins.
4. () Customers can buy any items with 50% off if the bonus points in their membership cards are over 3000.
5. () Customers can have their membership cards upgraded for free if they spend over ¥ 500.

Go through the reading again and find the words which mean:

1. _____ Bought from foreign countries.
2. _____ To ask for information or advice.
3. _____ Describing something that happens all the time.

4. _____ Activities conducted for the purpose of increasing the sales of certain products.
5. _____ Any drinks except water.
6. _____ An amount of money that is taken off the usual cost of something.

Match the phrases according to the reading, and write them down in complete sentences.

spend	get
over ¥200	a dozen beers
over ¥300	a diamond VIP card
over ¥400	reward points tripled
over ¥500	a 15% discount

1. If you spend _____, you will _____.
2. If you _____, you will _____.
3. _____.
4. _____.

Work in groups. Discuss these questions.

1. Will you go to the supermarket just because it offers discounts?
2. Have you ever bought anything that you did not need during promotions?

Dialogue

DISCOUNT COUPONS

(1)



Sales clerk: Good morning! May I help you?

Mrs. Smith: Yes, I want to buy some fruit. Is there anything new on offer?

Sales clerk: Yes, we have some kiwi from New Zealand. By the way, we are having a promotion right now. Do you have any coupons?

Mrs. Smith: Yes, I happened to get a few yesterday.

Sales clerk: Great! If you have a coupon, you will get 20% off.

Mrs. Smith: Fantastic! Give me half a dozen.



(2)

Michelle: Hey, Jennifer. I want to go to Green's to buy some snacks. Would you like to come with me?

Jennifer: Sure, let's go. Do you have any coupons?

Michelle: Why?

Jennifer: Don't you know that Green's is having a promotion on snacks? We can get 15% off if we have the coupons!

Michelle: Wow! I don't have any coupons. Where can we get some?

Jennifer: Let me see... Actually, Rebecca might have some. Let's invite her.

Michelle: Great, let's go and find Rebecca right now!

Communication Task

Role play the above dialogues .

Now work in pairs. Create your own dialogue using the following coupons.

1. Use “if” to create your dialogue:



2. Use “unless” to create your dialogue:

WHITE OAK SUPERMARKET

A coupon for White Oak Supermarket. The background is a photograph of various fresh vegetables including yellow squash, cauliflower, and bell peppers. The text is overlaid on the image: "July 5 - July 10" in red, "VEGETABLES ON SALE" in large red letters, and "20% OFF!" in large yellow letters with a red outline.

Listening

Listen to the first part of the conversation and choose the correct answer.

1. If you want to buy imported goods, which supermarket should you go to?
 - A. White Oak Supermarket.
 - B. Green’s Supermarket.
 - C. Both of them.

2. If you buy three lobsters, what kind of discount will you get?

- A. 10% off.
- B. 50% off.
- C. 15% off.

3. Which of the following items is not mentioned in the dialog?

- A. Razor.
- B. Beer.
- C. Cigars.

Listen to the second part and fill in the blanks.

White Oak Supermarket	1. <input type="text"/> and 2. <input type="text"/> only for ¥15.
Green's Supermarket	A package of diapers, a can of 3. <input type="text"/> and a baby's 4. <input type="text"/> for 5. ¥ <input type="text"/>

Grammar Task

Use the appropriate forms of the verbs to complete the sentences.

1. If I have enough money, I _____ (travel) the world.
2. If you support me in the competition next month, I _____ (win) it for sure.
3. If you don't go to school just because of the bad weather, your teacher _____ (be disappointed) in you.
4. If it rains tomorrow, the sports meeting _____ (be postponed).
5. If she apologizes for her behavior, _____ you _____ her (forgive)?

Vocabulary Task

Match the words in column A with those in column B.

A.
import
discount
bonus

B.
card
point
restriction
money
license
store

Complete the following sentences.

1. If you have a _____, you can participate in the market promotion.
2. The _____ in your membership card will become invalid in five days.
3. You are not allowed to bring these cigarettes in from HK because of the _____.
4. You can find a much cheaper one in the _____.
5. I have to get an _____ to import those goods.

Grammar Awareness

First conditional - real possibility

1. We use the first conditional to talk about real, possible or probable situations or conditions.

If I **have** time, I **will go** to the supermarket this afternoon.

If you **have** a coupon, you **can get** 15% off.

	Condition	Result
If	simple present tense	Will/should/may/can/must + original verb

2. We can use “unless” pattern to replace “if” clause (unless=if not).

You will get wet **unless** you bring your umbrella.

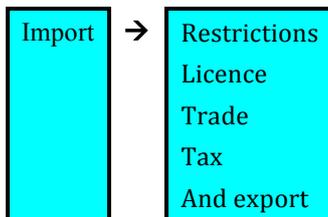
(if you don't bring your umbrella)

She will not talk to you **unless** you apologize.

(if you don't apologize)

Result		Condition
Will/should/may/can/must + original verb	unless	simple present tense

Word awareness

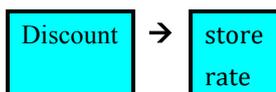


Our country recently eased its import restriction of six commodities.

If you want to import goods from America, you must have an import license.

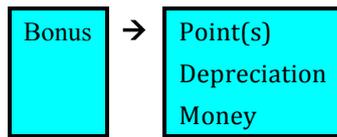
The import tax was slashed to 5 percent last year.

Pattern	Example
import (V/N)+ from/of	All the fruits in this store are imported from foreign countries. Some radical Chinese people wanted to ban the import of Japanese products.



You can always find economical versions in the discount store.

Our government recently raised the discount rate to 0.75 percent.



You already have 2100 bonus points in your membership card.

You can get a bonus point for your good behavior.

If he gets a million, his company and manager will get bonus money as well.

Our government recently cut the tax, which increased bonus depreciation.

Words you need to know

alternative (N) If one thing is an alternative to another, the first one can be found, used, or done instead of the second. 替代品

(Adj) Describing something that is different from the one that you already have, and can be done or used instead. 另外的

anniversary (N) A date that is remembered or celebrated because a special event happened on that date in a previous year. 周年纪念日

beverage (N) Any drinks except for water. (除水以外的)饮料

bonus (N) A bonus is an extra amount of money that is added to someone's pay, usually because they have worked very hard; or something good that you get in addition to something else, and which you would not usually expect. 奖金;额外收获

coconut (N) A coconut is a very large nut with a hairy shell, which has white flesh and milky juice inside it. 椰子

constant (Adj) Describing something that happens all the time or is always there.

coupon (N) A piece of printed paper which allows you to pay less money than usual for a product, or to get it free. 优惠券

discount (N) A reduction in the usual price of something. 打折

durian (N) A kind of fruit with a hard spiny rind. 榴莲

export (N) (Goods or services) sold to another country and send there. 出口商品

(V) Sell something to another country;introduce something into another country or make it happen there . 输出;出口;引入他国

import (N) (Goods or services) bought from another country for use in your own country. 进口商品

(V) Buy something from another country. 输入;进口

lobster (N) A sea creature that has a hard shell, two large claws, and eight legs. 龙虾

promotion (N) An attempt to make a product or event popular or successful, especially by advertising. 促销

series (N) A series of things or events is a number of them that come one after the other. 一系列

triple (V) To make something become three times as large in size or number. 使成为三倍

yogurt (N) A kind of thick, slightly sour liquid which is made by adding bacteria to milk. 酸奶