

\$15 million coffee face (Wednesday, February 2, 2005)

WARM UPS

CHAT: Talk in pairs or groups about coffee / bright ideas / multi-millionaire / amazing luck / modeling / Nestle and Nescafe / suing big companies ...

COFFEE BRAINSTORM: Spend one minute writing all of the different words you associate with coffee. Talk about the words with your partner / group.

MY BEST PIECE OF LUCK: Talk to your partner about the luckiest you have been in your life. Have you had any good luck this week? This year? Talk also about the worst luck you've had. Change partners and tell your new partner about your old partner.

2-MINUTE COFFEE DEBATES: Face a partner and engage in the following (for-fun) 2-minute debates. Students A are assigned the first argument, students B the second. Change partners often to listen to different ideas and talk to different people:

- (a) \$15 million is way too much. vs. Nestle made a lot of money from the coffee.
- (b) Nestle should have told Mr. Christoff they used his photo. vs It's a big company.
- (c) Coffee is better than tea. vs Tea is better than coffee.
- (d) Instant coffee is delicious. vs. Instant coffee is horrible.
- (e) Espresso and cappuccino are best. vs. The cups are too small.
- (f) Starbucks is the greatest coffee shop. vs. You can't beat the small, locally owned, traditional coffee shops.
- (g) Coffee is bad for your health. vs. It wakes me up in the morning.
- (h) We should buy fair trade coffee and help the poor coffee farmers, not multi-national coffee. Vs. Fair trade coffee is too expensive
- (i) Student / Teacher ideas.

PRE READING EXERCISES

WORD SEARCH: Look in your dictionaries, or a search engine, to find collocates, other meanings, information, synonyms ... of the words 'bright', and 'idea'.

TRUE / FALSE: Predict from the headline whether these statements are true or false:

- (a) Somebody had a bright idea and became very successful. T / F
- (b) Somebody woke up this morning and was suddenly very very rich. T / F
- (c) Somebody sued Nestle (Nescafe) and won a lot of damages. T / F
- (d) Somebody had skin problems after drinking Nestle's coffee. T / F
- (e) A model's face was used without permission on a coffee jar. T / F
- (f) Nestle used a photo of a model for 16 years without telling the model. T / F
- (g) The photo was used by mistake. T / F
- (h) Mr. Christoff drinks Taster's Choice every day. T / F

PRE-READING EXERCISES

SYNONYM MATCH: Match the following synonyms from the article:

- | | | |
|-----|-------------------|-------------------|
| (a) | bright | say-so |
| (b) | success | move on |
| (c) | extraordinary | sudden |
| (d) | permission | accomplishment |
| (e) | minor | out of this world |
| (f) | overnight | permission |
| (g) | fast forward | rewards |
| (h) | take legal action | intelligent |
| (i) | consent | insignificant |
| (j) | profits | sue |

PHRASE MATCH: Match the following phrases based on the article (sometimes more than one combination is possible):

- | | | |
|-----|----------------|----------------------------------|
| (a) | bright ideas | successes |
| (b) | legal | awarded to Mr. Christoff |
| (c) | A jury decided | 16 years |
| (d) | coffee | millionaire |
| (e) | He had minor | dispute |
| (f) | multi | permission |
| (g) | nothing came | for success |
| (h) | fast forward | this amount was the right amount |
| (i) | The damages | of it |
| (j) | without his | products |

DEFINITIONS: Match the following words with the most likely definitions:

(a) **bright idea** (n)

- (i) an intelligent, good, helpful or useful thought
- (ii) thinking about something to improve the lighting in your room / house

(b) **extraordinary** (adj)

- (i) a special kind of share traded on world coffee markets that are risky, but may give you lots of money
- (ii) much more amazing than what is usual or normal

(c) **legal** (adj)

- (i) anything to do with or concerning the law and lawyers
- (ii) when you drink so much coffee you become dizzy and lose control of your legs

(d) **dispute** (n)

- (i) an ongoing disagreement between two people, companies, countries ...
- (ii) a method of coffee making similar to espresso

(e) **damages** (n)

- (i) barriers needed to make special lakes to ensure coffee plantations always have water
- (ii) the amount of money a court awards you if you sue a company, or have been wronged by someone

(f) **permission** (n)

- (i) someone saying (or writing) that it is OK with them that you can do something
- (ii) when you really really want to have a change of hairstyle

(g) **photo shoot** (n)

- (i) the dangers a news photographer faces when reporting in a war zone
- (ii) when a photographer takes photographs of a model for an advertising campaign

(h) **noticed** (v)

- (i) suddenly saw and became aware of something
- (ii) when all the ice cubes in the coffee have melted

(i) **consent** (n)

- (i) to allow someone to do something, to give your permission
- (ii) the small holes in the wall for putting an electric plug into

(j) **profits** (n)

- (i) the money a company makes when deducting costs from revenues
- (ii) expert tailors or dressmakers who can make a hand-made suit in 3 hours

GAP-FILL: Put the missing words under each paragraph into the gaps.

\$15 million coffee face (Tue 2 Feb)

BNE: Just when you think your _____ ideas for success have ended, the extraordinary happens. This is the _____ for ex-model Russell Christoff, who wakes up \$15.6 million richer this morning following a legal dispute with Nestle USA. A jury decided this amount was the right _____ of damages for Nestle using images of Mr. Christoff's face on their Taster's Choice coffee products for years without his _____ or permission. Christoff, 58, is now a kindergarten teacher in San Francisco and had given up on his modeling career years ago. He had _____ successes, such as promotional videos and his own public TV show, but decided to call it a day and became a kid's teacher. Then he became an overnight multi-millionaire.

case amount bright minor knowledge

He had tried to be a Nestle model in 1986 and did a photo _____ with the company's advertising agency, but _____ came of it, or so he thought. Fast forward 16 years and Christoff was out food shopping when he suddenly noticed a coffee jar with his face on it. This got the alarm bells ringing and he immediately _____ legal action against Nestle. Christoff discovered his image had been on coffee jars throughout the world. For its part, Nestle said the photo had been used mistakenly. A company lawyer said, "The employee that pulled the photo thought they had _____ to use the picture". The damages awarded to Mr. Christoff were for using his image without his permission and are 5% of the _____ from Taster's Choice for the past 16 years. By the way, Mr. Christoff never drinks Taster's Choice, he prefers beans.

took legal nothing shoot consent

DISCUSSION:

- (a) What role, or what part does coffee play in your life?
- (b) What was the last bright idea you had? Did it work?
- (c) Have you ever been really lucky?
- (d) Do you have any bright ideas to be successful?
- (e) Is \$15 million the right amount of damages in a case like this?
- (f) What is your favorite coffee?
- (g) Do you ever go to coffee shops? What do you like about them?
- (h) If you saw your smiling face on a coffee jar in the supermarket, what would you do?
- (i) Would you like to be a model? Why (not)?
- (j) If you woke up \$15 million richer one morning, what would you do on that morning? / that day? / that week?
- (k) Do you ever buy or think about free trade coffee and the issues surrounding it?
- (l) How does drinking coffee (or another drink if you don't drink coffee) make you feel?
- (m) Is coffee healthy?
- (n) Don't you feel sorry for all the small, traditional, family-owned coffee shops that are being put out of business by Starbucks and other multi-nationals?
- (o) What do you think of the smell of freshly brewed coffee?
- (p) Teacher / Student additional questions

INTERNET / WEB LINKS:

Nestle Taster's Choice web site:

http://www.nestleusa.com/consumerSite/brand/brand.asp?brd_node=200152917255364166142253

Starbucks fair trade coffee page

<http://www.organicconsumers.org/starbucks/>

The science of coffee:

<http://www.coffeescience.org/>

About coffee and tea:

<http://coffeetea.about.com/>

News report from Switzerland (Nestle is Swiss-owned – methinks)

<http://www.nzz.ch/2005/02/01/eng/article5509434.html>

HOMEWORK

COFFEE POSTER: Create a poster showing the healthy coffee lifestyle.

FREE TRADE COFFEE: Write a short article for a newspaper outlining what free trade coffee is and why we should be buying it.

FULL TEXT

\$15 million coffee face (Tue 2 Feb)

BNE: Just when you think your **bright** ideas for success have ended, the extraordinary happens. This is the **case** for ex-model Russell Christoff, who wakes up \$15.6 million richer this morning following a legal dispute with Nestle USA. A jury decided this amount was the right **amount** of damages for Nestle using images of Mr. Christoff's face on their Taster's Choice coffee products for years without his **knowledge** or permission. Christoff, 58, is now a kindergarten teacher in San Francisco and had given up on his modeling career years ago. He had **minor** successes, such as promotional videos and his own public TV show, but decided to call it a day and became a kid's teacher. Then he became an overnight multi-millionaire.

He had tried to be a Nestle model in 1986 and did a photo **shoot** with the company's advertising agency, but **nothing** came of it, or so he thought. Fast forward 16 years and Christoff was out food shopping when he suddenly noticed a coffee jar with his face on it. This got the alarm bells ringing and he immediately **took** legal action against Nestle. Christoff discovered his image had been on coffee jars throughout the world. For its part, Nestle said the photo had been used mistakenly. A company lawyer said, "The employee that pulled the photo thought they had **consent** to use the picture". The damages awarded to Mr. Christoff were for using his image without his permission and are 5% of the **profits** from Taster's Choice for the past 16 years. By the way, Mr. Christoff never drinks Taster's Choice, he prefers beans.