



Kære engelskfinalist

Stort tillykke med din kvalifikation til finalen i engelsk i DM i Fagene.

Finaleopgaven starter... nu!

Inden finalledagen d. 10. februar skal du nemlig indsende den første del af din besvarelse. I dette dokument finder du selve opgaven samt information om, hvordan du besvarer den.

Den sidste opgave får du først på finalledagen – der skal jo også være en overraskelse ;).

Alle opgaver tæller med, når danmarksmesteren i engelsk skal findes. Ligesom i den indledende runde er alle tekniske hjælpemidler tilladte, men husk at det er DIG der er finalist, og det er DIN besvarelse vi vil se – ikke din fars eller venindes.

Vi ses online d. 10. februar!

Sådan afleverer du din besvarelse

Gem din besvarelse som en videofil og navngiv den med dit eget for- og efternavn, fx "JonPoulsen.mp4". Gå derefter ind på wettransfer.com. Brug denne hjemmeside til at uploade din videofil og sende en mail med videolinket til jpo@skoleelever.dk. Har du problemer med at aflevere, kan du også skrive til jpo@skoleelever.dk med dine spørgsmål. Du modtager en bekræftelse på mail, når vi har modtaget din aflevering.

Focus areas

- You can make a coherent presentation based on different sources of information.
- You can use a reasonably precise and nuanced vocabulary.
- You can take on the role of a company employee and present your company in a favourable manner according to purpose.



Case: Salling Group

Salling Group is the biggest retailer in Denmark. In total, they have more than 1300 stores divided between the supermarket chain fØtex, the hypermarket Bilka and the discounter Netto. The Netto stores are located in both Denmark, Germany and Poland.

For these stores to work, Salling Group must provide all of them with products, and for that they need suppliers. In the autumn, you helped Salling Group respond to a potential supplier of plastic bags. This time, the roles are reversed.

Assignment: A change of crisps

You are a European crisp supplier looking to expand your business, so you want to offer your products to Salling Group in their upcoming crisp **tender**. This requires that you present your company, yourself and the crisp products you are able to offer. Normally, this would happen in a physical meeting with Salling Group, but due to COVID-19 you have to make a video presentation instead.

Being the super salesman/saleswoman in your company, you also want to present your new and most innovative crisps variety. Hopefully, this will result in an additional product on the contract you will sign with Salling Group for 2021.

For inspiration on how to brand your crisp company, you can check out Salling Group's current supplier:

<https://www.intersnackgroup.com/en/home/index.html>.

Tender: An invitation for companies to provide specific products. All invited companies make their proposals based on the same terms and material.



Here is the assignment:

You must respond to Salling Group's crisp tender with a video presentation. Your presentation should include the following:

- **Your company's name, physical location, and any other information you believe is relevant. The company is fictional, so you decide!**
- **The product(s) from Salling Group's tender that you want to provide, and the reason(s) why your company can do the job (see "Salling Group's tender" on page 4 to find out what Salling Group is looking for).**
- **One additional crisp variety not mentioned in the tender. This is a new and innovative variety you want to include in the deal with Salling Group. Remember to name the ingredients and the pack sizes.**
- **A step-by-step explanation of how crisps are made at your factory (see "How crisps are made" on page 5).**
- **A short ending where you express your hope that Salling Group will pick your company as their supplier.**

How you make your video presentation is up to you. It can be just you talking, but you may also include props or pictures.

Your presentation will be assessed based on the following criteria:

- You cover all topics listed in the assignment.
- You make sensible arguments as to why Salling Group should choose your products.
- You come up with an innovative, new variety of crisps.
- Your presentation is comprehensible, fluent and grammatically correct.

Salling Group's tender

Salling Group is looking for new crisp products. The following applies to each product:

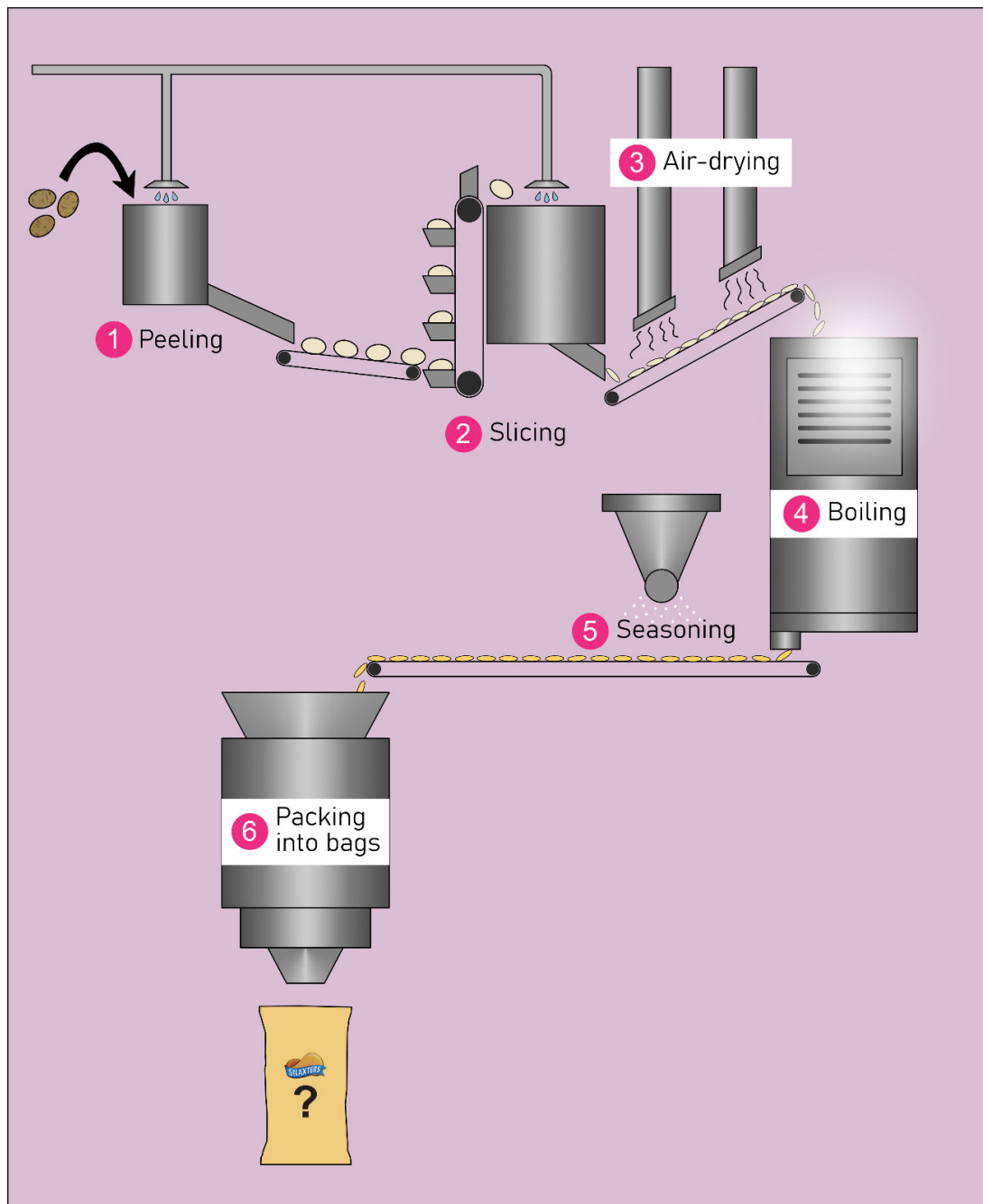
- It should be delivered to stores on a weekly basis.
- Each consumer unit (= bag of crisps) should have 200 g of content, and the bag should weigh no more than 7,6 g.

The table lists more details about each product.

Product	Retail partner	Ingredients and percentages	Warehouses for delivery
Bacon Snacks	Netto Germany	46% wheat flour, potato starch, sunflower oil, natural flavouring, salt, rapeseed oil, smoked dextrose, smoke flavouring, spices, onion powder, tomato powder.	Netto Germany: Germany - 14641 Wustermark & 17153 Stavenhagen
	Netto Denmark		Netto DK: Denmark - 4600 Køge
	Netto Poland		Netto Poland: Poland - 55-040 Kobierzyce & 73-108 Kobylanka & 83-230 Smętowo
Peanut Puffs	Netto Germany	Peanut percentage: 33%. Oil used must be high oleic sunflower oil.	Netto Germany: Germany - 14641 Wustermark & 17153 Stavenhagen
	Netto Denmark		Netto DK: Denmark - 4600 Køge
	Netto Poland		Netto Poland: Poland - 55-040 Kobierzyce & 73-108 Kobylanka & 83-230 Smętowo
Salted Plain Chips	Netto Germany	63,6 % Potatoes, 35 % sunflower oil, 1,4 % salt. Oil used must be high oleic sunflower oil.	Netto Germany: Germany - 14641 Wustermark & 17153 Stavenhagen
	Netto Denmark		Netto DK: Denmark - 4600 Køge
	Netto Poland		Netto Poland: Poland - 55-040 Kobierzyce & 73-108 Kobylanka & 83-230 Smętowo

How crisps are made

The figure below shows how potatoes are turned into crisps at a factory.



For the original figure and more details about crisp production, see madehow.com/Volume-3/Potato-Chip.html

Some crisps, e.g. Pringles, are made in a different way. A powder consisting of dehydrated potato flakes and corn starch is put under high pressure which turns it into a sheet. Rotating blades then cut slices out of the sheet like cookie cutters on a cookie dough. When crisps are cut in this fashion, they all get the same size and shape and can therefore be stacked in a tube.