



Focus areas

- You can express yourself in writing according to purpose, situation and intended receiver.
- You can express yourself in writing with grammatical and linguistic precision.

Case: Salling Group

Salling Group's overall goal is to improve everyday life, and they focus on influencing and creating sustainable development in society. These are their current focus areas:

- Reducing CO₂ emissions
- Reducing the use of plastic
- Reducing food waste
- Animal welfare
- An active lifestyle
- A smoke-free generation 2030
- Healthy shopping experiences

To properly address these challenges, Salling Group must carefully consider what products they sell – both in Denmark and abroad. They also need to communicate their initiatives to their customers.

Assignment: A change of crisps

You are a coordinator in Salling Group's communication team, and you are responsible for Netto International's communication.

Netto's crisps assortment is going to change in 2021. You work in Salling Group's headquarters in Denmark and receive information about the changes in Danish:

Hej alle

Som nævnt på mødet kommer Netto til at ændre deres chipssortiment i 2021. I den forbindelse skal vi have udarbejdet en kommunikationspakke på engelsk.

Ændringerne vedrører:

- Emballagens størrelse: Chipsposerne gøres mindre og kommer også til at indeholde mindre luft. Kiloprisen for chips forbliver dog den samme som hidtil.
- Emballagemateriale: Normalt indeholder chipsposer en metalfolie for at beskytte indholdet mod sollys og ilt. Metalfolien erstattes af en plastfolie.
- Desuden udvides sortimentet med en ny og spændende smagsvariant:

████████████████████*

Venlig hilsen/Best regards

████████████████████

salling group

Salling Group

Rosbjergvej 33

DK-8220 Brabrand

sallinggroup.com

* Den nye og spændende smagsvariant må godt være den, du beskrev i din videopræsentation, men du kan også finde på en ny.

Your job is to prepare a communication package in English so that the message about the changes can reach customers outside of Denmark through Netto's media platforms.



A change of crisps 1

Write an English press release introducing the new crisps assortment. The text should relate the changes in the crisps assortment to at least one of the topics that Salling Group work on, see the list in the introduction.

The press release should have a length of max. 250 words.

To see what a press release from Salling Group looks like, go to this page:

<https://sallinggroup.com/nyheder/>

Your press release will be assessed based on the following criteria:

- It correctly presents the changes to the crisps assortment and relates them to at least one of the topics Salling Group work on.
- It is interesting to read.
- It is linguistically and grammatically correct.