

The Bottled Water Industry: Teacher's Notes

1) In pairs discuss these statements. Are they true or false?

- a) Bottled mineral water is a total waste of money.
- b) There is little difference between tap water and bottled water.
- c) Bottled water is cleaner than tap water.
- d) Most tap water contains fluoride.
- e) Bottled water sometimes costs two thousand times the price of tap water.

Opinions will differ about these statements. However the discussion will provoke thought about the topic.

2) Read the first part of the text and choose the correct alternatives to complete the sentences which follow.

ANSWERS

- a) We should all drink much more water.
- b) The consumption of sweetened and flavoured drinks is increasingly.
- c) Most North Americans don't drink enough water.
- d) Stannous fluoride is added to tap water in order to strengthen our teeth.
- e) The bottled water industry is very profitable.

3) Read about the history and background of the bottled water industry. Then match the words with the synonyms.

ANSWERS: a) 7, b) 1, c) 9, d) 2, e) 3, f) 5, g) 4, h) 6, i) 8

4) Read the last part of the text about marketing bottled water. Find the correct way to complete each sentence.

ANSWERS: a) 7, b) 5, c) 1, d) 2, e) 12, f) 10

5) Discuss – OPEN ANSWERS

- a) Do you think some mineral waters are healthier than others?
- b) Do you believe the advertising from water bottlers?
- c) Is tap water safe to drink in all countries?
- d) Do you think it is right to put stannous fluoride into tap water?
- e) What would be a reasonable price for a litre of mineral water?
- f) Do you always think about value for money?