



Unit 22 Job share

Before you read

Read the article about the creators of a famous brand of ice cream in the United States. Think about these questions. Would you like to start a business with a close friend? What kind of business would it be, and what would you do?

Read the article

Ben and Jerry's

Ben Cohen and Jerry Greenfield grew up together in Merrick, New York. After college, they decided they wanted to start a business together. Ben and Jerry were different in many ways, but in one way they were the same. They liked food! And one food they liked very much was ice cream. So the two friends decided to open an ice cream shop.

Where was a good place for an ice cream shop? They looked at many places, and the best one they found was Burlington, Vermont. The city had lots of young people, and it did not have any good ice cream shops. There was only one problem with Burlington. For five months of the year, it was very cold there. Did people buy ice cream on cold days?

On May 5, 1978, Ben and Jerry opened their ice cream shop. Jerry's job was to make the ice cream and to make sure it tasted better than anybody else's ice cream. Ben's job was to sell the ice cream and to tell everyone that Ben and Jerry's ice cream was the best ice cream in the world.

It was a small shop, and it wasn't very beautiful. But the ice cream was very good. Lots of people came to eat it on opening day, and they came back again and again. Ben and Jerry worked very hard. One night after work, Ben was so tired he went to sleep on the ground in front of the shop!

After a few months, Ben and Jerry went to the bank. They had bad news. There were only a few dollars in their bank account. "Why is that?" they asked. "After all these months of hard work!"

Ben and Jerry realized that they probably didn't know enough about business. So they learned about costs and expenses and marketing and sales. They started to have big ice cream parties. They gave away free ice cream on some days. People in other cities began to hear about Ben and Jerry's, and they came a long way to eat the ice cream.

Soon, Ben and Jerry started selling their ice cream to supermarkets and restaurants. By 1988, they were selling ice cream all over the United States. A few years later, people could also buy their ice cream in Canada, Great Britain, Russia, and Israel.

Why do people keep buying Ben and Jerry's ice cream? It is made with good Vermont milk, it contains big chunks of chocolate and candy, and it does not have any chemicals in it. And even more importantly, it still tastes very good.

People also buy Ben and Jerry's ice cream because they like the company. From the beginning, Ben and Jerry wanted their company to be different. They didn't just want to make money. They also wanted to share some of their money with people in need. Ben and Jerry's is now a very big company, and it gives 7.5 percent of the money they make to help children and sick people all over the world.

Source: Adapted from *Basic Reading Power* by Beatrice S. Mikulecky and Linda Jeffries, Longman



Build your reading skills: Making inferences

Read the article again. Match the beginnings of the sentences with the endings.

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| 1. Ben and Jerry grew up together, so they probably <u>d</u> . | a. has no chemicals |
| 2. Ben and Jerry had very little money left a few months after they opened their ice cream shop, so they probably _____. | b. helps people |
| 3. People probably started traveling long distances to eat the ice cream because it _____. | c. was very, very good |
| 4. One reason Ben and Jerry's ice cream tastes very good is probably because it _____. | d. knew each other well |
| 5. People probably like Ben and Jerry's company because it _____. | e. needed to learn more about business |

Check your comprehension

Read the story again. Write *T* (true) or *F* (false) after each statement.

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|---|---------------|
| 1. Ben and Jerry started an ice cream shop because they liked ice cream. | <u> T </u> |
| 2. It was too cold in Burlington, Vermont to sell ice cream. | <u> </u> |
| 3. Both Ben and Jerry worked at the ice cream shop. | <u> </u> |
| 4. Both Ben and Jerry made the ice cream. | <u> </u> |
| 5. People from far away heard about Ben and Jerry's parties and free ice cream. | <u> </u> |
| 6. Ben and Jerry's gives 7.5 percent of their profits to people who need help. | <u> </u> |