**

**The Origins and Branding of Indigenous World Winery**

Reaching Potential: Listening and Speaking Videos

**Anderson, McLeod, Moore, Scott**

Reaching Potential: Listening and Speaking Videos Level IV

Post Secondary Education Skills: Upper Intermediate English

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**Contents**

[Activity A: Discussion 4](file:///C:\Users\ronan\Desktop\EAP%20Materials\UBCO%20Videos%20-%20Final%20Copies\Business\The%20Origins%20and%20Branding%20of%20IWW%20Student%20Workbook_July%2016_RS.docx#_Toc77340297)

[Activity B: Vocabulary 5](file:///C:\Users\ronan\Desktop\EAP%20Materials\UBCO%20Videos%20-%20Final%20Copies\Business\The%20Origins%20and%20Branding%20of%20IWW%20Student%20Workbook_July%2016_RS.docx#_Toc77340298)

[Activity C: Discussion 6](file:///C:\Users\ronan\Desktop\EAP%20Materials\UBCO%20Videos%20-%20Final%20Copies\Business\The%20Origins%20and%20Branding%20of%20IWW%20Student%20Workbook_July%2016_RS.docx#_Toc77340299)

[Activity D: Indigenous World Winery 7](file:///C:\Users\ronan\Desktop\EAP%20Materials\UBCO%20Videos%20-%20Final%20Copies\Business\The%20Origins%20and%20Branding%20of%20IWW%20Student%20Workbook_July%2016_RS.docx#_Toc77340300)

[Activity F: Comprehension 9](file:///C:\Users\ronan\Desktop\EAP%20Materials\UBCO%20Videos%20-%20Final%20Copies\Business\The%20Origins%20and%20Branding%20of%20IWW%20Student%20Workbook_July%2016_RS.docx#_Toc77340301)

[Activity G: Critical Thinking 11](file:///C:\Users\ronan\Desktop\EAP%20Materials\UBCO%20Videos%20-%20Final%20Copies\Business\The%20Origins%20and%20Branding%20of%20IWW%20Student%20Workbook_July%2016_RS.docx#_Toc77340302)

[Activity H: Reflection 12](file:///C:\Users\ronan\Desktop\EAP%20Materials\UBCO%20Videos%20-%20Final%20Copies\Business\The%20Origins%20and%20Branding%20of%20IWW%20Student%20Workbook_July%2016_RS.docx#_Toc77340303)

[Photo Credits 13](file:///C:\Users\ronan\Desktop\EAP%20Materials\UBCO%20Videos%20-%20Final%20Copies\Business\The%20Origins%20and%20Branding%20of%20IWW%20Student%20Workbook_July%2016_RS.docx#_Toc77340304)

# Activity A: Discussion

Discuss the following questions with a classmate or in small groups. You can look up answers if you don’t know.

# Activity B: Vocabulary

Before you watch the educational video, review the key words below.

Write a definition and example sentence for at least six of the words. Share your answers with a classmate or in small groups.

**Study Tip**

Got a new word? Look it up online and write a definition and example sentence to help you remember it

**Key Word Definition Example**

1. Alluvial Fan

2. Barrel

3. Cellar

4. Charmat Tank

5. Cultivation

6. Distillery

7. Fermentation

8. Indigenous

9. Logo

10. Sparkling wine

11. Sylix

12. Terroir

13. Vineyard

14. Vintage

# Activity C: Discussion

The educational video for this unit is based on **Indigenous World Winery (IWW)**. IWW is based in the Okanagan Valley in British Columbia. Before watching the video, look up some answers for the questions below. When you have finished, share your answers with a classmate or in small groups.

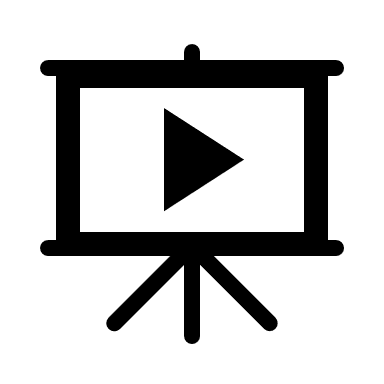
**Research Tips**

1. Check the companies website for information
2. Check review sites to get more information about the winery

# Activity D: Indigenous World Winery

Read the following questions before you watch the video. Then watch the video and take notes on the next page. When you have finished, answer the questions.

1. What are three characteristics about the winery business sector that you heard and remembered?
2. What are two new vocabulary words that you learned in this video?
3. What is an example mentioned about the wine making process or wine industry that you didn’t know before?
4. What are some events or operations that Indigenous World Winery does to attract business?
5. Identify three Syilx words that you hear and their meanings. Spelling does not count (Hint: think about the names of the wines and the wine toast at the end).



Watch **The Origins and Branding of Indigenous World Winery** video



**Notes**

# Activity F: Comprehension

Read and answer the following questions on pages 10 and 11. Share your answers with a classmate or in small groups.

1. How many cases of wine does Indigenous World Winery produce a year?
2. three thousand
3. nine to ten thousand
4. six thousand
5. How many new wineries open in British Columbia a year?
6. one hundred and twenty
7. twenty
8. two to ten
9. What kind of equipment is used for making sparkling wine?
10. Barrel Tank
11. Yeast Tank
12. Charmat Tank
13. National Indigenous Peoples Day is
14. June 1st
15. June 21st
16. January 1st
17. Which of the following was mentioned as an animal image on the labels of the wine?
18. Swallow
19. Hawk
20. Eagle
21. Which of the following terroir of the valley was not mentioned in the video as something that contributes to different flavours in the wine:
22. Silica
23. Alluvial Fans
24. Quartz
25. Granite Rocks
26. Rearrange these five sentences in the correct order of the winemaking process:

\_\_\_ Yeast ferments the sugars in the juice

\_\_\_ Wine tanks empty into the bottling line

\_\_\_ Crush the grapes

\_\_\_ Harvest the grapes from the vineyard

\_\_\_ Fill the fermentation tanks with grapes/grape juice

# Activity G: Critical Thinking

Discuss the following questions with a classmate or in small groups.

What does Ryan mean when he says you can “taste the terroir”? The quote is found in the Origins section of the video.





What question would you like to ask Ryan?

What would you like to hear more information on?



Which would you prefer, work in the vineyards and wine making process area, or work in the winery shop and bar? Explain your answer.

# Activity H: Reflection

Choose one of the following reflection activities to complete with a classmate or in small groups.

**Reflection 1**

Share what interested you most about the winery and explain why. You can write a paragraph and then discuss with a partner.

**Reflection 2**

Think about what business you would like to create and what your product would be. Be sure to include your business name, logo, colours, branding, and marketing strategies. Write your business plan down. Then share your business in a small group and decide whose business you would like to invest in.

**Reflection 3**

National Indigenous Day is June 21st. Research online and find out what people do on National Indigenous Day.

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Page 5 from top down: [Vindemia Winery](https://unsplash.com/@vindemia?utm_source=unsplash&utm_medium=referral&utm_content=creditCopyText) on [Unsplash](https://unsplash.com/@vindemia?utm_source=unsplash&utm_medium=referral&utm_content=creditCopyText) ; [natasha t](https://unsplash.com/@ntaylor13?utm_source=unsplash&utm_medium=referral&utm_content=creditCopyText) on [Unsplash](https://unsplash.com/@ntaylor13?utm_source=unsplash&utm_medium=referral&utm_content=creditCopyText); [Markus Winkler](https://unsplash.com/@markuswinkler?utm_source=unsplash&utm_medium=referral&utm_content=creditCopyText) on [Unsplash](https://unsplash.com/s/photos/winery?utm_source=unsplash&utm_medium=referral&utm_content=creditCopyText)