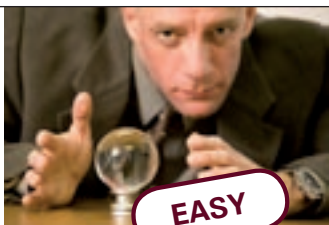


Future Tenses:

Will or Going-to?



EASY

When do you use “will” and when do you use “going-to” future tenses? Take a look at the key tips below and then practise with a simple exercise! Good luck!

The Will Future is used for:

- predictions (*Voraussagen*): The Austrians **will win** the tournament.
- spontaneous decisions, especially while we are speaking and saying what we will do next (not often used in German): I think **I'll go** to the cinema tonight. **I'll answer** the phone; you keep cooking.
- facts (*Tatsachen*) or unchangeable events: **Will** the football match start at 3.00?
- after “I think” and “I hope”: I hope the weather **will be** nice tomorrow. I think **I'll join** you.
- formal announcements: There **will be** a meeting on Thursday.

The Going-to Future

- is used to talk about personal plans and intentions (*Absichten*): I'm **going to do** my homework.
- is used when we can see that something is about to happen: Look at the clouds. **It's going to** rain. Watch out! That tree **is going to fall**!
- it means the same as the verb plan or intend: I'm **going to see** friends this week. = I'm **planning to see** friends this week. = I **intend on seeing** friends this week.

Key words for future tenses include:

tomorrow, next week, later, etc

Going to or will?

1. I think I _____ watch the news. (spontaneous decision)
2. I _____ watch my favourite programme at 8 o'clock. (plan/intention)
3. The film _____ be 90 minutes long. (fact)
4. Look! She _____ kiss him! (about to happen)
5. I'm sure you _____ know him when you see him. (prediction)

Answers: 1. will 2. am going to 3. will 4. is going to 5. will

Marketing Terms

The Basics

MEDIUM

Here are some marketing terms taken from about.com. The online [glossary](#) has three pages of basic marketing terms in English along with articles. Fill in the sentences with the correct word (not all of them will be used). If these words are important to you, go to LEO or Dict.cc and create a trainer (see the November issue of *Wirtschaftszeit*). Add them to your list and test yourself every couple of days, up to seven times. Then test yourself again after a month! Good luck!

- | | |
|---------------------|-----------------------|
| after-sales service | competitive advantage |
| competitive | market penetration |
| out of stock | market share |
| blind product test | multipack |
| brand loyalty | one-stop shopping |
| brand positioning | point of sale (POS) |
| brand preference | positioning |
| chain of retailers | potential market |



1. A store which carries a wide range of products, from clothing to housewares or electronics to food, creates the opportunity for _____.
2. When the warehouse is empty of the product you need to send to a customer, the product is _____.
3. LIDL, Hofer, Schlecker and Interspar are all a _____.
4. Through advertising and a strong _____ on the market, a company can create a _____ over other similar companies or products already out there.
5. To achieve the deepest _____, researchers must work hard at gathering all the latest data and understand consumer behaviours. Launching a product also has to do with timing.
6. Connelly Cocktails can be bought separately or come in a _____.
7. People, who help customers who already bought the product, usually work in the _____ department.
8. If Connelly Cocktails decides to go ahead with the new Swimming Pool cocktail, they may decide to have a _____ to compare the taste with other brands on the market.
9. Women are said to buy more out of _____ than men, meaning that they buy the same names rather than do comparison shopping. Men tend to do more research about products, especially when it comes to cars, electronics or other gadgets.

1. one-stop shopping. 2. out of stock. 3. chain of retailers. 4. positioning / competitive advantage. 5. market penetration. 6. multipack. 7. after-sales service. 8. blind product test. 9. brand loyalty.

Vocabulary

cinnamon	Zimt
clove	Nelke
glossary	Glossar, Wortliste
ground ginger	gemahlener Ingwer
ground nutmeg	gemahlener Muskatnuss
news	Nachrichten
obligations	Verpflichtungen

spirits	Spirituosen / Seelen
strainer	Sieb
subside	nachlassen
tablespoon	Esslöffel
temper, to	etwas anfeuchten
whisk	Schneebeesen
yolk	Eidotter

The Spirits* of Christmas Parties

In November, CEC Online featured Connelly Cocktails, GmbH of Lustenau in an interview with CEO Günther Hämmerle and company. Hämmerle and his team talked about the inspiration of creating Connelly Cocktails, marketing and about their potential new product. You may listen to the interview and do the fun exercises by going into the Members Only area of www.creative-english.at. Just send us an email (info@creative-english.at) with the request for: Free Access – WZ Dez. 09. You will have a one-month trial membership, for free and with no obligation. You may access the CEC Online archives and download podcasts listening exercises, vocabulary CECards, iPod notes regarding different cultures and doing business with them, as well as the transcript of the interview to improve listening and comprehension skills.

Watch for CEC Online's compilations – The Best of CEC Online available from our homepage with all sound files, activities and transcripts for a mobile English resource that will help maintain your English skills as well as broaden your horizons.

In the November activity, you will find recipes for the cocktails that Connelly Cocktails produces. In this issue of "International", we're providing you with a little of the Christmas spirits you may encounter abroad and locally... in English.

CEC wishes you a very, very merry Christmas and happy holidays!

Mulled Beer

Ingredients

- 12-16 oz dark beer
- 1 egg, separated
- 2 teaspoons sugar
- 1 pinch ground ginger, or 1 slice of ginger 1/4" long
- 1 pinch ground nutmeg
- 1-2 pinch(es) cinnamon, or 1" section of a cinnamon stick
- 1 pinch ground cloves or 2-5 whole cloves
- 1 tablespoon honey

1. Put beer in a small saucepan and add spices.
2. Heat beer and spices in a small saucepan on low to medium-low heat. If the beer begins to boil, turn down the heat. The beer will begin to foam, but should subside after a minute or two.
3. Separate the egg white from the egg yolk and put in a small bowl. This recipe only uses the egg yolk.
4. Add two teaspoons of sugar to the egg yolk.
5. Beat the sugar and yolk with a whisk or fork until it becomes nearly white (it's the hardest part!).
6. Optional but recommended - Temper the yolk mixture. To prevent „scrambling“ the egg yolk mixture by the heat of the beer, you can temper the mixture by adding 1-2 tablespoon(s) of the hot beer to the yolk mixture very slowly and mixing thoroughly.

DIFFICULT



7. Add the yolk mixture slowly to the warm beer and continue to heat for 5 minutes. Stir gently.
8. Add honey to taste.
9. Use a strainer to sieve out any egg pieces that may have formed, if you like. This likely will not have happened if you tempered the yolk mixture before adding it to the beer.
10. Drink and enjoy!

Mulled Wine

Makes 32 drinks

- 4 bottles Burgundy wine
- 1 teaspoon chai masala
- 1/2 cup sugar
- 1 orange for garnishing

Combine all ingredients & heat over low heat. Do not boil. Let sit, hot, until ready to serve. Strain into heated punch bowl. Cut 1 orange in rings & sprinkle over punch.



Whiskey Hot Toddy

- 1 1/2 oz bourbon whiskey
- 1/4 oz lemon juice
- 3/4 oz sugar syrup
- 1 slice lemon
- 1 clove
- 4 oz hot water

Heat in a heat-resistant glass, and fill with hot water. Add a lemon slice speared with a clove, and serve.