

BACCALURÉAT PROFESSIONNEL

ÉPREUVE ÉCRITE DE LANGUE VIVANTE

ANGLAIS

**TOUTES SPÉCIALITÉS DU
SECTEUR INDUSTRIEL**

DURÉE : DEUX HEURES

COEFFICIENT : 2

L'UTILISATION DU DICTIONNAIRE BILINGUE EST AUTORISÉE

THEY ARE EATING UP THE SANDWICH MARKET

1. The humble sandwich is the mainstay of lunch for many office workers or those with little time for lunch. *Prêt A Manger*, the UK's fastest growing sandwich and snack food chain, arrived in Scotland last week to capture a share of the Scottish market. Situated in the centre of Glasgow, the shop is their 95th and the first in Scotland in their 14-year history. Five more are planned in Scotland before the end of this year. In fact, *Prêt A Manger* - it's French for *ready to eat* - will invest more than £2.5 million in the Scottish economy and create around 120 jobs.
2. So who's eating up the sandwich market at such a speedy pace? Julian Metcalfe (40) and Sinclair Beecham (41) have been friends since their student days at the City of London Polytechnic. In the mid-80s both were working in London, and equally fed up with the low standard of lunches. Sinclair, who has a good business sense, and Julian, who is interested in good food, decided to do something about it. In 1986, they gave up their jobs and took over a tiny shop in the capital's Victoria Street. They built a kitchen in the basement and every day they were up at dawn to go to the markets for the freshest ingredients possible. Then it was back to the kitchen to cook chickens, bake hams, wash salad, butter bread, etc.
3. Right from the start Julian and Sinclair insisted all their products must be as fresh as possible, and hand-made with natural, chemical-free ingredients. Nothing contains GM ingredients. They insist on only eggs from free range hens, meat from corn-fed chickens and bacon from pigs reared on farms approved by the RSPCA. There's no central production factory - everything is produced fresh and by hand throughout the day in each outlet's kitchen. All leftovers are donated to charities.
4. In 1987 they were serving more than 7000 customers a week and opened a second shop, then a third..... In 1998 *Prêt à Manger* served more than 20 million customers with more than 10 million cups of coffee, 14 million sandwiches, and a turnover of £80 million. Now they're planning to open in Europe and America. Julian and Sinclair often say that the secret to their success is their determination to put quality before profit.

Source: The Sunday Post, April 16, 2000 (adapted)

NOTES

the mainstay = la base

to be fed up with =

en avoir marre de.....

dawn = l'aube

GM = Génétiquement Modifié

free range hens = des poules élevées en plein air

RSPCA = Société protectrice des animaux

leftovers = des restes

a turnover = un chiffre d'affaires

They are eating up the sandwich market

TRAVAIL A FAIRE PAR LE CANDIDAT
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8 points	A = 2	B1 = 1	B2 = 1	B3 = 1	B4 = 1	B5 = 1	B6 = 1
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A Recopiez le tableau ci-dessous sur votre copie et complétez-le à l'aide des informations contenues dans le texte.

Nom de l'entreprise et type d'activité	
Date et lieu de la première ouverture	
Nombre actuel de points de vente	
Nom des fondateurs	

B Répondez en français aux questions suivantes, en utilisant uniquement les informations contenues dans le texte. Composez des phrases complètes et justifiez toujours vos réponses.

- 1 Quels sont les projets de *Prêt A Manger* pour l'Écosse ? Quelles seront les retombées économiques pour ce pays ?
- 2 Comment l'idée d'ouvrir *Prêt A Manger* est-elle venue aux deux fondateurs de cette entreprise ?
- 3 Les deux fondateurs de *Prêt A Manger* sont-ils complémentaires ?
- 4 Décrivez leur activité quotidienne à leur début, dans leur premier *Prêt A Manger* à Londres.
- 5 Quelles sont les caractéristiques des produits utilisés par *Prêt A Manger* ?
- 6 Comment est organisée la préparation des aliments dans les différents points de vente ? Les restes alimentaires sont-ils détruits ?

C Traduisez en français le dernier paragraphe du texte. (4 points)
(de " In 1987...." à la fin du texte.)

D Complétez les phrases suivantes avec le mot qui convient choisi dans la liste suivante. (un même mot peut être utilisé plusieurs fois) (4 points)

AT	UP	FROM	IN	SINCE	ON	OF	FOR	TO
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1. What happened.....Julian last night? Why didn't he come?
2. Please listen.....me, I have something to tell you.
3. We waited.....Sinclair until 7 o'clock but he didn't come.
4. Was the train late? No, it was.....time.
5. Excuse me, I'm looking.....the museum. Can you tell me where it is?
6. My sister isn't interested.....sport.
7. Do you work.....Saturdays?
8. We have been living here.....1960.
9. Betty doesn't work. She is still.....school.
10. Many English words come.....Latin.
11. Does the blue car belong.....you?
12. I watched the match.....television.
13. I didn't see Tom last week but I spoke to him.....the phone.
14. Life today is different.....life 50 years ago.
15. We asked the waiter.....coffee but he brought us tea.
16. You should give.....smoking! It's bad for your health.

E Explain in 6 to 8 lines IN ENGLISH why fast food restaurants are so popular with young people. (4 points)