


**UNTERRICHTSMATERIAL: JAMIE OLIVER – THE „NAKED CHEF“**

It's hard to believe that Jamie Oliver is still only 39. Not because he looks older but because of what he has achieved in the 15 years since he first appeared on our screens. His business empire is estimated at more than 200 million pounds. Its headquarters are spread across an East London street and it has restaurants, retail, publishing, a television production company and a charitable foundation. His books have been translated into more than 40 languages. Incredible though it seems, next year will be the 10th anniversary of the launch of his campaign for better school meals. The „Naked Chef“ who, at just 23, transformed cooking on TV remains full of enthusiasm. His Christian name long ago became a brand and his new book and Channel 4 series are called Jamie's Comfort Food. Food has been central to Oliver's life since he was an eight-year-old boy helping out in the gastro pub his parents still run in the Essex village of Clavering. Oliver „loved“ his childhood, and his relationship with his father has been life-defining. „My Dad's a real character. He grew up in a pub. Dad has always expected a lot from me. A lot of physical effort. And certainly enough obedience. And Mum did, too. But Mum was soft and cuddly. Dad would fire people at work and Mum would rehire them and find out what the problem was. Mum was the silk glove, Dad was the iron fist. I was just scared enough of Dad – which I think is important. A little bit of fear doesn't hurt. But he was a very loving Dad.“ A pub, in Oliver's words, is Britain in a bottle. „I've always had a fascination for all types of people. My three best friends were Cockneys and gipsies, and I used to hang out with the old-age pensioners.“ Instead of pocket money, Oliver worked for his cash. He had to peel „tons of carrots“ and make the chips. „I was pulling pins of beer at the age of 10 but I loved it. I loved the concept of earning money.“ Oliver left school with only two GCSEs and problems with reading and writing. At college he realized that his boyhood experiences in the pub kitchen were his „real“ training. „I was getting distinctions and A-pluses – „Oh great, I'm not stupid. I've been told I'm bloody stupid all my life“ His big break came while he was working in the kitchen of Ruth Rogers's The River Café. In the right place at the right time he was filmed one evening, unscripted, by a camera crew making a programme about the restaurant. The „Naked Chef“ concept grew out of Oliver „stripping food down to its bare essentials. From stripping and bare to naked.“ Soon he was performing cooking demonstrations on the BBC's Good Food Show in front of 3,000 people a time. In his late twenties Oliver started the school dinners campaign and he convinced the government to invest. Today Oliver thinks that it's not only children who need support. „I'm starting to talk about old people's homes and civic catering in general.“

*The Daily Telegraph Monday, September 8, 2014 (abridged and adapted)*

**A) Text-based tasks**
**Are the following statements true or false?**

1. Jamie Oliver has written many books.
2. Jamie Oliver started a campaign for better school meals 5 years ago.
3. Jamie Oliver is also called the „Naked Chef“.
4. Jamie's mum and dad had the same style of education.
5. Jamie got a lot of pocket money.
6. Jamie Oliver was not very successful at school.

**Please finish the following sentences**

1. Jamie first appeared on TV .....
2. Jamie's business empire consists of .....
3. Jamie's books have been .....
4. A pub is Britain .....

5. Instead of pocket money, Oliver worked .....
6. In his childhood Jamie used to hang out .....

**Please answer the following questions**

1. Why is it hard to believe that Jamie Oliver is still only 39?
2. What has Jamie achieved so far?
3. What was the aim of his campaign for better school meals?
4. What can you find out about Jamie's family background?
5. What's the difference between his dad and mum?
6. What does Oliver mean saying „A pub is Britain in a bottle“?


**UNTERRICHTSMATERIAL: JAMIE OLIVER – THE „NAKED CHEF“**
**B) Use of language**
**Please explain the following words**

1. a charitable foundation
2. business empire
3. relaxed
4. a brand
5. physical effort
6. rehire

**Please find the words in the text**

1. a house where strong drinks are sold
2. the surface on which the pictures appear in a cinema or on television
3. excitement about something
4. a number of houses grouped together, smaller than a town
5. to think that something will happen
6. money in the form of coins or bank notes.

**Please find the opposites**

1. hard
2. look older
3. an East London street
4. next year
5. to be littered
6. relaxed

**Please fill in the gaps**

Gordon Ramsay is a \_\_\_\_\_  
(fame) Scottish chef, who \_\_\_\_\_

(to present) a lot of TV programmes about cooking. He \_\_\_\_\_ (to leave) home when he was 16 and became a footballer. He \_\_\_\_\_ (to have to give up) football because of a bad \_\_\_\_\_ (to injure). He had always been interested in \_\_\_\_\_ (to cook). So at the age of 19 he went to a further \_\_\_\_\_ (to educate) college and learned to be a chef. He worked in London for three years and then \_\_\_\_\_ (to continue) his training in France. When Gordon returned to London he became head chef in a \_\_\_\_\_ (France) restaurant. Five years \_\_\_\_\_ he opened his \_\_\_\_\_ restaurant. Soon he had his own television \_\_\_\_\_. He \_\_\_\_\_ (to be) on many television shows. Gordon \_\_\_\_\_ (to know) as the 'bad boy' among the chefs because he often gets \_\_\_\_\_ (anger) on his shows and \_\_\_\_\_ (to use) bad language. He \_\_\_\_\_ (to throw) famous people out of his restaurant because they \_\_\_\_\_ (not like) the food.

**C) Creative writing**
**What's your opinion?**

1. Jamie doesn't see himself as super clever.
2. Jamie's campaign for better school meals was not necessary.
3. It's not good when an eight-year-old boy helps out in a gastro pub.

**Please write an article**

1. Please make a short time-line of Jamie's career.

**D) Skills and techniques**
**Please translate the following text into German**

My name is Tom Edmunds. I was born in Bristol and I went to school here. I think I decided to become a chef because at home, my mum always cooked really delicious food. I never cooked much at home, but after I had left school, I began a catering course at college. While I was studying there, I spent two weeks at the restaurant where I work now. I think the chef liked me, and he promised to give me a job after I had finished my course. Work in the kitchen is very hard. The rules are extremely strict and the chef always says that everything must be perfect. I think I would have stopped training to be a chef three or four times if the chef hadn't helped me.



## SOLUTIONS

### A) Text-based tasks

#### Are the following statements true or false?

1. Jamie Oliver has written many books. *(true)*
2. Jamie Oliver started a campaign for better school meals 5 years ago. *(false, 10 years ago)*
3. Jamie Oliver is also called the „Naked Chef“. *(true)*
4. Jamie's mum and dad had the same style of education. *(false, it was very different)*
5. Jamie got a lot of pocket money. *(false, he had to work for his cash)*
6. Jamie Oliver was not very successful at school. *(true)*

#### Please finish the following sentences

1. Jamie first appeared on TV *while he was working at The River Café.*
2. Jamie's business empire consists of *restaurants, retail, publishing, da television production company and a charitable foundation.*
3. Jamie's books have been *translated into more than 40 languages.*
4. A pub is Britain *in a bottle.*
5. Instead of pocket money, Oliver worked *for his cash*
6. In his childhood Jamie used to hang out *with Cockneys, gipsies and old-age pensioners.*

#### Please answer the following questions

1. Why is it hard to believe that Jamie Oliver is still only 39?  
*Because he has achieved such a lot.*
2. What has Jamie achieved so far?  
*He has built up a business empire worth more than 200 million pounds.*
3. What was the aim of his campaign for better school meals?  
*He wanted to supply the students with better meals.*
4. What can you find out about Jamie's family background?  
*Oliver's parents run a gastro pub in Clavering.*
5. What's the difference between his dad and mum?  
*His dad was very loving but also very strict whereas his mum was soft and cuddly.*
6. What does Oliver mean saying „A pub is Britain in a bottle“?  
*He thinks that a pub represents Britain because so many people go there.*

### B) Use of language

#### Please explain the following words

1. a charitable foundation  
*It's an organization that helps people in need, e.g. Oxfam*
2. business empire  
*It's a huge company.*
3. relaxed  
*You're relaxed when you come to rest.*
4. a brand  
*It's a special kind, known by the maker's name or sign, e.g. Armani*
5. physical effort  
*It's the use of individual strength.*
6. rehire  
*to hire again*



## SOLUTIONS

### Please find the words in the text

1. a house where strong drinks are sold (*a pub*)
2. the surface on which the pictures appear in a cinema or on television (*a screen*)
3. excitement about something (*enthusiasm*)
4. a number of houses grouped together, smaller than a town (*a village*)
5. to think that something will happen (*to expect*)
6. money in the form of coins or bank notes (*cash*)

### Please find the opposites

1. hard (*easy*)
2. look older (*look younger*)
3. an East London street (*a West London lane*)
4. next year (*last year*)
5. to be littered (*to be clean or tidy*)
6. relaxed (*stressed*)

### Please fill in the gaps

Gordon Ramsay is a *famous* Scottish chef, who *has presented* a lot of TV programmes about cooking.

He *left* home when he was 16 and became a footballer.

He *had to give up* football because of a bad *injury*.

He had always been interested in *cooking*.

So at the age of 19 he went to a further *education* college and learned to be a chef.

He worked in London for three years and then *continued* his training in France.

When Gordon returned to London he became head chef in a *French* restaurant.

Five years *later* he *opened* his *first* restaurant.

Soon he had his own television *show*.

He *has been* on many television shows.

Gordon *is known* as the 'bad boy' among the chefs because he often gets *angry* on his shows and *uses* bad language.

He *has thrown* famous people out of his restaurant because they *didn't like* the food.

## Jamie Oliver – the „Naked Chef“: Word-list for the videos

### Food and meals can be

1. healthy           => being well
2. delicious       => having a very nice taste or smell
3. gorgeous       => very pleasant, very beautiful
4. nutritious      => with lots of vitamins and calories
5. tasty            => having a very pleasant taste
6. juicy            => containing a lot of liquid

flavour            => the quality that gives taste or smell

pantry             => the place where you keep food

kettle             => a metal pot in which water is boiled

multi-tasking     => the ability to perform different tasks at the same time

time-saving tricks => tricks which help you to achieve aims faster