

LAST NAME, first name :

Class :

/20



Maori King beer insulting - Tainui kaumatua

27 August 2011

1 A Tainui kaumatua¹ says an American beer called Maori King is insulting and should be renamed. Boutique brewery² Funkwerks of Colorado says it came up with the name as result of using New Zealand rakau hops³.

5 A co-founder of Funkwerks, Brad Lincoln, says he only found out there was a Maori King when a New Zealander who came into the company's bar told them.

Mamae Takerei of Tainui says Funkwerks should have done its research, and the company has no excuse for not knowing about the Maori monarch.

10 Mr Lincoln says he hopes he's not offending the Kingitanga movement⁴. He has offered to send King Tuheitia a crate of the Belgian-style beer, described as dry, fruity and spicy, with an 8% alcoholic volume.

1. kaumatua are tribal elders, and Tainui are Maori tribes from the North Island of New Zealand.

RNZ

2. brewery : a place where beer is made

3. rakau hops : a plant used to make beer

4. Kingitanga movement: the Maori King movement

Questions

Read the document and answer the following questions in English.

1 What kind of document is it? 1 pt

It's an published on a

2 Indicate... 4 pts

a. the name of the beer:

b. the name of the brewery:

c. where it was made:

d. three adjectives describing its taste:

3 Why did the brewery choose this name initially? 2 pts

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4 Who does this name actually refer to? 1 pt

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5 Right or wrong? Correct the wrong statements. 3 pts

1. Mamae Takerei is the name of the Maori king. Right ☐ Wrong ☐

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2. Brad Lincoln is a New Zealander. Right ☐ Wrong ☐

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3. A kaumatua is a Maori chief. Right ☐ Wrong ☐

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6 What is the problem with “Maori King”? Tick the right answer, then explain your choice in your own words and justify by quoting from the text. 3 pts

☐ It is not respectful ☐ It does not taste good ☐ It is not healthy

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7 Did the company know much about Maori culture? 2 pts

Justify with a quote.

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8 Did the Maori community forgive the company? 2 pts

Find the quote and explain why.

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9 A few days later (August 30, 2011), another article was published. It was entitled: 2 pts

“US BREWERY DROPS REFERENCE TO MAORI KING”

What do you think it means? Circle the right statement.

1. The Maori King wrote a letter to the US brewery.

2. The US brewery kept the name of the beer.

3. The US brewery changed the name of the beer.