

**MISE EN SITUATION**



Photo by Cascadian Farm Home Farm, Skagit Valley, WA



**Always Organic.  
Never Ordinary.**

We are inspired by the awe and wonder of food grown naturally. It's simple, yet filled with so much magic. Our love of delicious, uncomplicated food comes from what Mother Nature has already perfected: wholesome, organic ingredients. It's how the Cascadian Farm makes such extraordinary food.

For more info, please visit [CascadianFarm.com](http://CascadianFarm.com)

**Honey,  
You're So  
Sweet!**

Organic honey is made by the hardest working pollinators in the world. A single bee would need to fly more than 55,000 miles and visit more than two million flowers to produce a pound of honey. We sure appreciate their dedication!



**Try our bars for on the go!**

organic = bio

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# BTS NÉGOCIATION ET DIGITALISATION DE LA RELATION CLIENT

## ANGLAIS OBLIGATOIRE

Session 2021

### SITUATION:

In order to fight obesity, Lidl has decided to partner up with an **organic** food producer called Cascadian Farm to create a new range of cereals. You are asked to write a newsletter to promote these new products and convince customers to try them out.

How would you make the newsletter attractive and efficient?

Use the following elements:

- identification of your target
- positive aspects of this partnership and new range of products
- the impact on society, health, the environment...

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