

ÉPREUVE SPÉCIFIQUE « SECTION EUROPÉENNE »

ORAL en LANGUE : Anglais

SESSION 2026

BACCALAURÉAT PROFESSIONNEL - SPÉCIALITÉ MCV option B

SUJET N°1

Durée de l'épreuve : 40 minutes

- Préparation	- 20 minutes
- Phase 1 : Présentation de la situation proposée ci-dessous	- 10 minutes
- Phase 2 : Entretien sur les activités et travaux effectués dans la discipline non linguistique durant l'année de terminale	- 10 minutes

SITUATION :

Context

You are a Sales Representative for Le Marais Mounet, a French producer of regional products from Noirmoutier. Your mission is to convince French Click, a UK-based specialised supermarket, to import and stock your products: a wide range of salt.

Mission

Prepare an oral presentation in English for the French Click buying team, explaining:

- Why Marais Mounet products are a good opportunity for French Click.
- How you will support the launch (marketing materials, tastings).
- The expected benefits for French Click (increased sales, customer satisfaction).

DOCUMENT 1 : British consumers enjoy international food products

Source : <https://www.foodmanufacture.co.uk/>

"There is good news for international brands wanting to target the UK market, as research finds 90% of Brits are open to trying new international flavours... Over 80% of UK consumers buy products from or inspired by international dishes weekly or every few weeks... the option of having such food and drink products available is top of mind for consumers, with 76% saying it was either important or, indeed, very important."

DOCUMENT 2 : Interview with a French Click Buyer

Source : Les auteurs

"We're always looking for products that stand out and appeal to our customers' desire for authenticity. French regional products, like those from Marais Poitevin or Noirmoutier, fit well with our store's focus on organic and artisanal goods. However, we need to ensure that the pricing is competitive and that the products are well-presented to attract customer interest."

Document 3 : The company « Le Marais Mounet »

Source : <https://www.seldenoirmoutier.com/>

 Environment  From harvest to packaging, no machine comes into play. All the work is done by hand and as respectfully as possible in our environment.	 Nature  The salt marsh is in the middle of a protected natural area, every day the salt worker works in the company of remarkable fauna and flora. The harvest is entirely conditioned by the elements, seasonality punctuates the life of the saline.	 Respect for the product  To best preserve the trace elements present in our crystals, artisanal salt remains raw: it undergoes no washing, no treatment, no addition (anti-caking agent, fluorine, iodine). A natural preservative, it will keep perfectly for several years.
 Tradition  Artisanal salt is harvested by salt workers using a method that dates back over a millennium. By using this artisanal salt, you are helping to maintain this heritage for future generations.	 Proximity  A company on a human scale, packaging and sales are also handled by the harvesters themselves, with great respect for the fruit of their labor from the harvest to your plate.	 Packaging  We tend to reduce plastic by offering alternative reusable and recyclable packaging such as linen or glass.



Fleur de sel SHALLOT
bag

3,10 € –
5,90 €



Fleur de sel ESPELETTE
PEPPER bag

3,10 € –
5,90 €



Fleur de sel

2,50 € – 9,20 €



Fleur de sel 5 BERRIES
PEPPER bag

3,10 € –
5,90 €



Fleur de sel 5 BERRIES jar 100g

4,20 €



Fleur de sel CURRY bag

3,10 € – 5,90 €