

The Red Bull Model: Giving Players Wings



1) Discussion

- a) What clubs are known for producing young players?
 - b) Can you think of any clubs that are owned by big companies?
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2) Vocabulary

a) Match the vocabulary to the definition.

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| 1) To revolutionise (verb) | a) To progress upward in a hierarchical system or organization. |
| 2) To adhere (verb) | b) The main or most important part of something that supports it. |
| 3) Backbone (noun) | c) To completely change something in a new and better way. |
| 4) To nurture (verb) | d) To use something to maximum advantage, often referring to resources or strategies to achieve a goal. |
| 5) Rise through the ranks (phrase) | e) To care for and help something grow or develop. |
| 6) To leverage (verb) | f) to stick firmly to something or to follow a rule or agreement closely. |
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b) Complete the sentences with the vocabulary from exercise 2a.

- 1) The introduction of advanced training methodologies has _____ the way football clubs develop young talent.
- 2) Players from Barcelona's La Masia were the _____ of the team under Pep Guardiola .
- 3) Successful football academies focus not only on skill development but also on how to _____ young players into confident professionals.
- 4) Players in world football must _____ to the rules and regulations set by FIFA during matches.
- 5) Many players dream of one day being able to _____ of a football club, starting from the youth teams and eventually making it to the first team.
- 6) Big clubs often _____ their financial resources and global reach to attract top talent from around the world.



3) Quick Read - Read the article quickly and answer the question.

- a) What clubs and players does the article mention?

The Red Bull Model

The Red Bull model in football has revolutionised the traditional approach to club ownership and player development. Red Bull GmbH, a multinational company known for its energy drinks, has established a network of football clubs across the globe, each adhering to a similar philosophy and style of play.

At the forefront of this model are RB Leipzig in Germany, Red Bull Salzburg in Austria, and New York Red Bulls in the United States. These clubs form the backbone of Red Bull's footballing empire, with additional teams in Brazil and Ghana also under the Red Bull umbrella.

What sets the Red Bull model apart is its emphasis on youth development and high-intensity, attacking football. Players are scouted globally and nurtured within the Red Bull system, with a focus on technical ability, athleticism, and tactical intelligence.

Several notable players have emerged from the Red Bull academies and gone on to achieve success at the highest levels of the sport. This includes the likes of Naby Keïta, Sadio Mané, and Dayot Upamecano, who all rose through the ranks at RB Salzburg or RB Leipzig before securing big-money moves to European giants.

In essence, the Red Bull model represents a modern approach to football ownership and player development, leveraging corporate resources and innovative strategies to compete on the global stage.



4) Discussion

- a) What are your thoughts on the Red Bull model of football clubs?
- b) Does your country have any Red Bull associated teams?
- c) If you could partner your favourite team with another club, which club would it be?

