

NAME: _____

DATE: _____

READING A New Starbucks Every Day!

Vocabulary Preview



- Match the words on the left with the meanings on the right.

- | | | |
|---------------------|----------|--|
| 1. recently | <u>E</u> | A. people who buy things |
| 2. popular | _____ | B. not a long time ago |
| 3. announce (v.) | _____ | C. to become weak, less active |
| 4. economy | _____ | D. controlled by (used to talk about a business) |
| 5. slow down (v.) | _____ | E. liked by many people |
| 6. optimistic | _____ | F. hopeful and confident about the future |
| 7. operated by (v.) | _____ | G. to tell many people at one time |
| 8. customers | _____ | H. an area of business and money |

- Use the above words to complete the sentences. Use plural forms and past tense if necessary.

1. I really believe I will like my new job. I feel optimistic.
2. Millions of _____ around the world buy coffee from Starbucks.
3. That restaurant is _____ my uncle. He bought it last year.
4. Tim was sick _____. That's why he stayed at home last Monday.
5. Coffee is very _____. People drink it in many countries.
6. It's difficult to do business and save money when the _____ is bad.
7. My grandfather is eighty years old. He is beginning to _____.
8. Bob and Susan _____ their wedding plans to everyone yesterday.

- Choose any two of the above words and write your own sentences.

1. _____
2. _____

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READING

Topics: Coffee / Business

A New Starbucks Every Day!



Until **recently**¹, when you thought about China, you may have thought about its most **popular**² drink, tea. Not long ago, however, Starbucks had **announced**³ its plan to open one new coffee shop in China – one new coffee shop every day, for five years! Starbucks had already opened many coffee shops there, and by 2021 it hoped to have about 5,000 shops across the country. However, when Starbucks opened its first coffee shop in China in 1999, business was not so good. At the same time, a few other American businesses in China (such as McDonalds and KFC) were also not doing very well, and the Chinese **economy**⁴ had begun to **slow down**⁵. So, was the Starbucks plan successful? Yes, it was! It was successful because the CEO of Starbucks was **optimistic**⁶, and he didn't give up. He said Starbucks would succeed "if the stores are **operated by**⁷ Starbucks people." More and more Chinese people have since begun to drink coffee, and there are now well over 5,000 Starbucks coffee shops across China! Now, most Starbucks **customers**⁸ in the world are still American, but soon most Starbucks customers may be Chinese.

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READING

Grammar Practice

A New Starbucks Every Day!



- **Complete the paragraph by circling the correct words.**

Until recently, when you thought about China, you may have (1) _____ about its most popular drink, tea. Not long ago, however, Starbucks had (2) _____ its plan to open one new coffee shop in China – one new coffee shop every day, for five years! Starbucks had already (3) _____ many coffee shops (4) _____, and by 2021 it hoped to have almost 5,000 shops across the country. When Starbucks opened (5) _____ first coffee shop in China in 1999, business (6) _____ not so good. At the same time, a few other American businesses in China (such as McDonald’s and KFC) (7) _____ also not doing very well, and the Chinese economy had begun to slow down. So, was the Starbucks plan successful? Yes, it was! It was successful because the CEO of Starbucks was optimistic, and he didn’t give up. He said Starbucks would (8) _____ “if the stores are (9) _____ by Starbucks people.” More and more Chinese people have since (10) _____ to drink coffee, and there are now well over 5,000 Starbucks coffee shops (11) _____ China! Now, most Starbucks customers in the world are still (12) _____, but soon most Starbucks customers may be Chinese.

1.

- (A) thinks
- (B) thought
- (C) thinking

2.

- (A) announced
- (B) announce
- (C) announces

3.

- (A) opened
- (B) open
- (C) opens

4.

- (A) there
- (B) their
- (C) they’re

5.

- (A) it
- (B) it’s
- (C) its

6.

- (A) were
- (B) was
- (C) is

7.

- (A) was
- (B) are
- (C) were

8.

- (A) success
- (B) succeed
- (C) successful

9.

- (A) operated
- (B) operates
- (C) operation

10.

- (A) began
- (B) begun
- (C) beginning

11.

- (A) at
- (B) on
- (C) across

12.

- (A) United States
- (B) America
- (C) American

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READING A New Starbucks Every Day!

How Much Do You Understand?

● *According to the article, write 'T' (True) or 'F' (False) next to each statement.*

1. _____ The article is about how coffee is better than tea.
2. _____ Coffee is now the most popular drink in China.
3. _____ You must be 17 years old to drink coffee in China.
4. _____ Starbucks is more popular in the United States than in China.
5. _____ In China, you can buy Starbucks coffee at McDonald's.
6. _____ The CEO of Starbucks thinks the company will make money in China.

Discuss

● *Discuss the following questions with your classmates.*

1. Do you like Starbucks? Why? / Why not?
2. Why do so many people like Starbucks?
3. Do you think the plan to open so many coffee shops in China is a good idea?
Why? / Why not?

Write

● *Choose one of the above discussion questions. Write a short paragraph to answer it.*

Lesson 'A New Starbucks Every Day!'

Grammar Focus Mixed (includes May [possibility]; Past Perfect; First Conditional)

Vocabulary 190 words
A1 words-67% / **A2** words-13% / **B1** words-4% / **B2** words-1%

AWL Words in this text: *economy*

Vocabulary Analysis by: vocabkitchen.com

Level Intermediate (CEFR B1)

ANSWER KEY Page 1

• **Vocabulary**

- | | |
|------|----------------|
| 1. B | 1. optimistic |
| 2. E | 2. customers |
| 3. G | 3. operated by |
| 4. H | 4. recently |
| 5. H | 5. popular |
| 6. F | 6. economy |
| 7. D | 7. slow down |
| 8. A | 8. announced |

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Version



ANSWER KEY Page 2

• **Grammar (Article)**

- | | |
|------|-------|
| 1. B | 7. C |
| 2. A | 8. B |
| 3. A | 9. A |
| 4. A | 10. B |
| 5. C | 11. C |
| 6. B | 12. C |

ANSWER KEY Page 3

• **How Much Do You Understand?**

1. F (It is about the Starbucks plan to open coffee shops in China.)
2. F (It doesn't mention this.)
3. F (It doesn't mention this.)
4. T
5. F (It doesn't mention this.)
6. T

News Sources:

- <http://money.cnn.com/2016/10/19/investing/starbucks-howard-schultz-china-growth/index.html>
- <http://www.businessinsider.com/how-starbucks-is-different-in-china-2014-8>
- <http://www.forbes.com/sites/helenwang/2012/08/10/five-things-starbucks-did-to-get-china-right/#a7e4e0d48e35>
- <http://thediplomat.com/2016/07/how-does-starbucks-succeed-in-china/>