READING: A New Starbucks Every Day
Vocabulary Preview
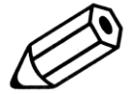
- *Match the words on the left with the meanings on the right.*

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

READING

Topics: Business / Food & Drinks

A New Starbucks Every Day

Think about China and you may start to think about its most popular drink, tea. This may start to change, however. Starbucks recently announced its plan to open one new coffee shop in China – one new coffee shop every day, for five years! Starbucks has already opened many coffee shops there, so by 2021 it hopes to have almost 5,000 shops across the country.   When Starbucks opened its first coffee shop in China 17 years ago, business was not so good. Since then, more and more Chinese people have begun to drink coffee. Now, most Starbucks customers are American, but soon most of its customers may be Chinese. Will the Starbucks plan be successful? It's difficult to say. Some other American businesses (such as McDonalds and KFC) in China are not doing very well. Also, the Chinese economy is beginning to slow down. However, the CEO of Starbucks is optimistic. He says Starbucks will succeed "if the stores are operated by Starbucks people."

READING
Grammar Practice

A New Starbucks Every Day

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

Think about China and you may start to **(1)**_____ about its most popular drink, tea. This may start to change, however. Starbucks recently **(2)**_____ its plan to open one new coffee shop in China – one new coffee shop every day, for five years! Starbucks has already **(3)**_____ many coffee shops **(4)**_____, so by 2021 it hopes to have almost 5,000 shops across the country.   When Starbucks opened **(5)**_____ first coffee shop in China 17 years ago, business **(6)**_____ not so good. Since then, more and more Chinese people have **(7)**_____ to drink coffee. Now, most Starbucks customers are **(8)**_____, but soon most of its customers may be Chinese. **(9)**_____ the Starbucks plan be successful? It's difficult to say. Some other American businesses (such as McDonalds and KFC) in China are **(10)**_____ doing very well. Also, the Chinese economy is **(11)**_____ to slow down. However, the CEO of Starbucks is optimistic. He says Starbucks will **(12)**_____ "if the stores are operated by Starbucks people."

1.
(A) thinks
(B) think
(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) began
(B) begin
(C) begun

8.
(A) America
(B) American
(C) United States

9.
(A) Will
(B) Are
(C) Is

10.
(A) no
(B) not
(C) nothing

11.
(A) begun
(B) begins
(C) beginning

12.
(A) successful
(B) success
(C) succeed

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 tea and coffee in China.

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. _____ The Chinese economy was stronger in the past.

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 Simple; First Conditional)
Vocabulary	164 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	Elementary to Pre-Intermediate (CEFR A2)

ANSWER KEY Page 1

My Notes

- **Vocabulary**

1. E	**1.** optimistic
2. B	**2.** customers
3. G	**3.** operated by
4. A	**4.** recently
5. H	**5.** popular
6. C	**6.** economy
7. F	**7.** slow down
8. D	**8.** announc**ed**

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 says tea is the most popular drink in China.)*

3. F *(It doesn't say this.)*

4. T

5. T

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/*