

REVIEW: STARBUCKS

Oct 27th, 2022

WARM-UP QUESTIONS: *Discuss the following questions with your partner(s).*

What have you drunk today? What have you eaten?

VOCABULARY: *Match the following vocabulary words with a description. Use a dictionary if you need to.*

- | | |
|----------------------|---|
| 1. Reflect | a) the income of a company or government |
| 2. Revenue | b) great skill or ability |
| 3. Pull in | c) having not much money to spend |
| 4. Ubiquity | d) to show |
| 5. Prowess | e) natural colors, like brown and yellow |
| 6. Earthy | f) to earn |
| 7. Decor | g) to not like or want to do |
| 8. Novelty | h) the style of the inside of a building or house |
| 9. On a tight budget | i) the quality of being everywhere |
| 10. To be averse to | j) new or unusual |

FULL TEXT:

The first Starbucks store opened in Seattle in 1971. Since then, Starbucks has opened more than 32000 stores in 80 countries. In some cities, like New York or Seoul, there seems to be a store on every block. If you have not been to a Starbucks, you have probably at least seen one.

The company's success is also reflected in their business rankings. By revenue in 2019, Starbucks was the number one restaurant chain in the world, pulling in \$26.5 billion. According to Forbes, it was the 37th most valuable global brand that year.

However, ubiquity and business prowess are not what everyone is looking for in a cafe. Some customers reject cafe chains, preferring independent or unique places for drinking coffee. For those customers, Starbucks is the McDonald's of cafes, where the stores all look the same and serve the exact same products.

It is true that the Starbucks experience is similar from store to store, but their coffee is good, and they are comfortable places to spend some time. There are suitable seats for working, and others for groups that want to chat. The atmosphere is cozy and relaxed, helped by the use of wood and earthy colors in the decor.

Beyond a standard range of espresso-based drinks, Starbucks has seasonal creations and other novelty drinks. These can be quite sugary. They also have a few food options like sandwiches and cakes. Their prices tend to be higher than average.

If you are on a budget or if you are averse to big chains, Starbucks might not be for you. Otherwise, it is worth visiting a Starbucks store to see why they have been so successful.

Sources: starbucks.co.uk, zippia.com, verdictfoodservice.com, forbes.com
 For source links, see the review on ESLNewsStories.com

WORD FORMS: Fill in different forms for the vocabulary from the article. Use a dictionary if you need to. Where there is an **x**, the word is uncommon, has a different meaning, or doesn't exist. Sometimes there are multiple possible answers, and sometimes the adjective form is a past or present participle.

VERB	ADJECTIVE	ADVERB	NOUN
reflect			
x			ubiquity

ACTIVITY: Answer the following questions and then compare your answers with your partner(s).

1. Complete this table by writing in some positive and negative things about the reviewed product/thing.

Pros	Cons

2. What do you know about its appearance?

3. Which words from the review describe options that customers have?

COMPLETE: *Re-order the following sentences. You should capitalize certain words and add punctuation.*

1. revenue / has / starbucks / mcdonalds / than / higher

2. sweet / this / frappuccino / too / is

DISCUSSION: *Discuss the following questions with your partner(s). Try to speak in sentences and ask follow-up questions.*

1. What did this review make you think about? Did anything in the review surprise you?
2. Do you drink coffee? What kinds? If not, why not?
3. Do you look for drinks that have caffeine in them? How many do you drink each day? Or do you avoid caffeine?
4. What are the pros and cons of chain stores?
5. Have you been to a Starbucks? How was it?
6. What are the most well-known brands in the world? Which brand do you most respect?
7. What is a good way to save money if you are on a tight budget?
8. Cafes are good places for... doing what?
9. In life, do you prefer variety or familiarity?
10. How important is decor? Does it affect how you feel?

RESEARCH : *Read or watch more about the store. Write several pieces of information in the form of a list in English. Share what you learned with your partner(s) when you next meet.*

