

Social science

The economy 2



1. Read the text and answer the questions.

A very successful entrepreneur

Sometimes an original idea doesn't guarantee success, but contributes to it. More than half a century ago, a Catalan confectioner called Enric Bernat had the idea of attaching a stick to a sweet. The idea triumphed around the world.

Nowadays it seems simple, but in the 1950s the idea was revolutionary.

Enric saw children taking sweets out of their mouths while they were eating them. This was unhygienic. So he decided to attach a stick to the sweets so children could enjoy them more easily. The first lollipop was released in 1958. But the company Chupa Chups was not established until 1964. Its slogan was: 'It's round and long-lasting, Chupa Chups'.



But for Enric Bernat, it wasn't enough to be successful in Spain. He wanted to cross borders and make his sweets famous around the world. He needed a special logo, to associate the lollipop with happiness. He asked one of the greatest artists of the 20th century, Salvador Dalí, to create the design of the logo. Dalí, in an hour, created a yellow daisy with the name 'Chupa Chups' written in red. Today, that design is still used.

Of course, Chupa Chups became famous worldwide! It was the first lollipop consumed in space. In 1995, Russian astronauts took it to the Mir space station.

1 Read the text and answer the questions.

- a. Who was Enric Bernat?
- b. Where did he get the idea for Chupa Chups?
- c. What was the first slogan of Chupa Chups?
- d. When did Chupa Chups go into space? Where did it go? Who took it there?