

MR ESPRESSO

Read the text and choose the appropriate word for each gap..

The idea that only an Italian is (1) _____ of making the world's greatest cup of coffee seems to have been around forever, so universally is it (2) _____ today. (3) _____ it is actually a fairly recent phenomenon. Emilio Lavazza, who died in 2010 at the age of 78, can (4) _____ much of the credit. He taught the world not only how to make coffee, but also how to drink it. That may explain why Italy has still not been invaded by the American coffee-bar chains so ubiquitous (5) _____ in Europe.

Emilio Lavazza was born in 1932, and was a leading (6) _____ in the generation of Italian businessmen who (7) _____ their family firms in the 1950s. These began to expand rapidly, first around the country and then abroad as Italy (8) _____ its long post-war economic expansion. This was the generation that (9) _____ the seeds for what has (10) _____ to be known as "Made in Italy", the (11) _____ of companies and brands that make high-quality household and consumer products, from fashion to food to furniture. These products are identified with a (12) _____ of craftsmanship on the one hand, and the elegant Italian lifestyle on the other. Emilio Lavazza (13) _____ sure that coffee became an inextricable part of that heritage.

