

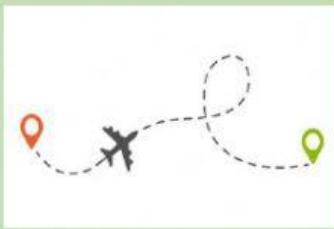


Buongiorno!

To me, Italy is all about:

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_





Coffeenizing trips to Italy with



- Do you know any customs, rituals and traditions of coffee making / coffee drinking in Italy?

Watch 00:24 - 00:52 and 7:22 - 8:07

What kind of reviews does the company get from the locals?

- Positive, **glowing** (expressing great praise)
- Negative, disappointing
- Both

### True or False? Watch 00:00 - 4:50

1. Italy's 7 billion coffee market is the third biggest in the world.
2. Howard Schultz is a financial director of Starbucks.
3. The Starbucks was modelled after American coffeehouses.
4. The first coffee store was opened in Milan in 2018.
5. It took Milan 10 years to open a coffee shop in Italy.
6. In the south of Italy it's tradition to buy 3 coffees: one for you and 2 for strangers.
7. Italians go to coffee houses to work on the laptops. It's common to drink a coffee slowly at the counter and then start working in the café.
8. Italian baristas know their customers by name
9. Starbucks is known for getting its customers names right.
10. Coffeenizing in Italy is a moment of keeping yourself to yourself.

**Fill in the gaps 00:00 - 4:08:**

1. Coffee is built into the \_\_\_\_\_ of the country's culture, \_\_\_\_\_ traditions, customs and rituals.
2. The Starbucks we know today was \_\_\_\_\_ Italian coffeehouses.
3. In its beginnings, the company used to sell \_\_\_\_\_ coffee and tea from a few stores in Seattle.
4. Howard Schultz was \_\_\_\_\_ by the Italian coffeehouse experience of making an espresso.
5. Mr Schultz \_\_\_\_\_ the company to model Starbucks after Milan's unique coffeehouse culture.
6. The concept \_\_\_\_\_.
7. The company planted palm trees in the historic Piazza del Duomo to \_\_\_\_\_ the space in celebration.
8. Matteo Salvini \_\_\_\_\_ Starbucks of \_\_\_\_\_ to illegal African immigrants.
9. The Italian coffee market is \_\_\_\_\_ \$11.8 billion and about 14 billion espressos are \_\_\_\_\_ each year.
10. There are unwritten rules and customs that can be hard to \_\_\_\_\_.

**Explain the meaning of the missing words in the sentences**

**Fill in the gaps 4:08 - till the end**

11. Italians go to coffee houses for \_\_\_\_\_.
12. Starbucks is known for \_\_\_\_\_ its customers names \_\_\_\_\_.
13. When you go to a café in Italy, this is a moment of a  
\_\_\_\_\_.
14. At noon you wouldn't ask for a cappuccino, it would be considered a sort of  
\_\_\_\_\_ by many people in Italy.
15. Despite the challenges, Starbucks has \_\_\_\_\_ in Italy.
16. 'Finding the best \_\_\_\_\_ is just so critical..... They really  
need to \_\_\_\_\_ the brand well'.
17. Starbucks worked with local craftsmen and Italian materials to adapt the design of  
its shop to \_\_\_\_\_ the culture.
18. 'I \_\_\_\_\_ enjoyed the coffee I had there'.
19. 'It tasted \_\_\_\_\_ like an Italian coffee'.
20. 'The more Starbucks coffee, the more watery coffee. It is \_\_\_\_\_'.

**Explain the meaning of the missing words in the sentences**

What are these figures, names and words relate to?

- \$ 7 billion
- Howard Schultz
- 1987
- \$3.8 million
- 2018
- Affogato
- Piazza del Duomo
- Percassi
- 14 billion espressos
- 4.50 and 1.30 euros
- Tourism

Discuss:

What helped Starbucks to beat the odds in Italy?