Why foods like Dubai chocolate go viral



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Before reading task

- What do you think the main topic of this text will be?
- What do you think are the main reasons for popularity of Dubai chocolate? (ingredients and cooking, economics, media, algorithms)

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Vocabulary tasks!!

1. ire	a) A small, rich, sweet cake or pastry.
2. confection	b) A main or important element of something, especially of a diet.
3. decadent	c) To eat greedily.
4. to devour	d) Anger, wrath.
5. fad	e) Morally questionable; self-indulgent.
6. subtle	f) A widespread but short-lived enthusiasm for something.
7. staple	g) So delicate or precise as to be difficult to analyze or describe.

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Scan the text to find the following information as quickly as you can:

- What is the original name of the "Dubai chocolate" bar?
- Which psychologist's research is mentioned to explain the trend's popularity?
- Name two specific sensory appeals (e.g., related to sight, taste, texture) that the text mentions.
- What older internet food fad is mentioned for comparison?



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True / False / Not Stated



- The trend gained prominence largely through social media videos.
- The text states that our brains are naturally attracted to the sight of low-calorie foods.
- The psychologist compares the chocolate's visual appeal to artistic food plating.
- The author predicts that the Dubai chocolate fad will disappear within a year.

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Discussion points:



- Can you think of another recent food trend that became popular for similar psychological reasons mentioned in the text?
- Have you ever been influenced by a viral trend online? Describe your experience.
- If most of our food trends are now born and spread through social media algorithms, what does this mean for the future? Will it lead to greater culinary diversity, or will it create a global "monoculture" of foods that happen to look good on camera?

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Design a viral food:

In small groups, use the psychological principles from the text (visual contrast, texture, exoticism, etc.) to design your own concept for a food item meant to go viral.

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Next text?

Psychology:

- “Why do we want to squeeze cute things?”
- “Why smelling a pine tree can instantly lift your mood”

History:

- “How humans created color for thousands of years”

Technology, Internet, AI:

- “AI videos of animals could be dangerous. Here's how to spot them”

Linguistics:

- “US ranks first in swearing”



I hope it's a dog



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