

# A Brief History of Starbucks



Student:

English group:

I. Change the **regular** verbs to their correct past form:

|           |                     |           |
|-----------|---------------------|-----------|
| a) close: | c) travel:          | e) train: |
| b) open:  | d) supply: supplied |           |

II. Change the **irregular** verbs to their correct past form:

|         |          |          |
|---------|----------|----------|
| a) buy: | c) have: | b) be: / |
|---------|----------|----------|

III. Watch the video *How Starbucks became an \$ 80B Business* (link below). Complete the table below with the **information from the box**, and the correct **past tense verbs** from activities I and II. (You may repeat some verbs)

|               |      |           |         |
|---------------|------|-----------|---------|
| international | 2007 | marketing | 1983    |
| 28,039        | 1971 | 1987      | retrain |

|                |   |
|----------------|---|
|                | The first Starbucks _____ in Seattle. It _____ coffee beans to restaurants and cafes.             |
| <b>In 1982</b> | Howard Schultz joined the company as the _____ director.  |
|                | Shultz _____ to Italy. He loved the Italian coffee bars, so he decided to copy the idea.          |
|                | Schultz _____ Starbucks for \$ 3.8 million. He _____ only 34 years old.                           |
| <b>In 1996</b> | Starbucks _____ 1,015 locations. The first _____ cafes opened in Japan and Singapore.             |
|                | There was a financial crash. A slow economy and material prices affected Starbucks's performance. |
| <b>In 2008</b> | Shultz _____ all US locations for one afternoon to _____ baristas.                                |
| <b>In 2014</b> | Starbucks _____ the Starbucks Reserve Roastery, a place to experience coffee.                     |
| <b>In 2017</b> | Starbucks ended the year with _____ cafes around the world.                                       |

Link to video: <https://youtu.be/XUBeH7VQoFY?t=50>

(Start at 0:50)

Elaborated by Erika Lopez, March 23, 2020.