



1. Match the titles to the paragraphs of the text. One title is extra.

1. WELCOME TO CRITICISM
2. A NEW BRAND
3. HOW STARBUCKS CHANGED AMERICAN CULTURE
4. 40 YEARS FROM NOW
5. A PLACE LIKE HOME
6. 40 YEARS LATER

Starbucks

- A.** In the early 1980s when Howard Schultz first discovered the Italian espresso bars in his trip to Italy, he wanted to create that for America - a third place, a place to go other than home and office. They also created an industry that hadn't existed: specialty coffee.
- B.** The company is now 40 years old. It has transformed over the past few years. New store design. New products. Mobile payment. Starbucks is attractive to their core customers as well as to young people. Besides the rewards you get on the Starbucks cards in Starbucks shops, you'll get them at the grocery shops.
- C.** Twenty years ago, they repainted the wall of one of the stores and the customers were very upset about the change of colour. The customers feel that this store is their store, a cosy place where they feel at home. Not many companies can paint a wall and customers will want to be consulted.
- D.** The company uses Twitter website, so they are watching what people are saying about Starbucks. It's not always positive but Howard Schultz likes that. He likes the fact that people are talking about them, that they are emotionally linked to what they do,
- E.** Howard Schultz hopes that in 40 years they'll continue to develop. The core of their mission will be the same - to achieve the balance between profits and social conscience (совесть). Profits are impossible without conscience.

A	B	C	D	E

2. Read the text again and mark the statements

True (1),

False (2),

Not Stated (3).

- A.** Americans were not the first in creating the cafe serving coffee.
- B.** You can pay for your order only by cash in Starbucks.
- C.** Young people like Starbucks stores.
- D.** Starbucks cards give you some advantages.
- E.** Starbucks Company publishes good reviews of their stores,
- F.** The owners hate criticism.
- G.** The owners hope to continue their policy in future.
- H.** The owners organize the customers' feedback in the Internet.

A	B	C	D	E	F	G	H

