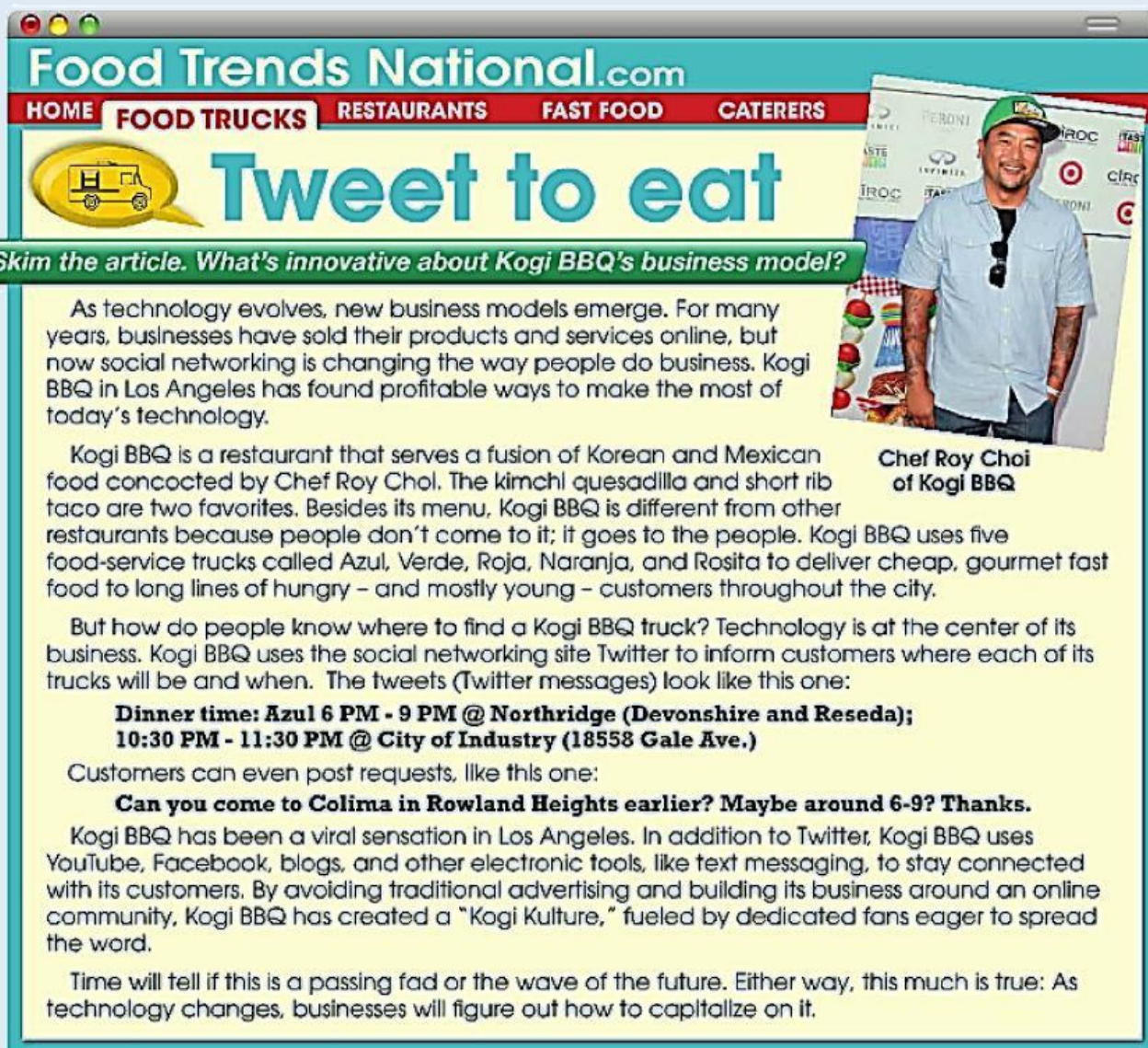


UNIT 10

READING



The screenshot shows a web browser window with the URL FoodTrendsNational.com. The navigation bar includes links for HOME, FOOD TRUCKS, RESTAURANTS, FAST FOOD, and CATERERS. The main headline is 'Tweet to eat' with a truck icon. Below the headline is a green banner with the text 'Skim the article. What's innovative about Kogi BBQ's business model?'. The article text describes Kogi BBQ's fusion of Korean and Mexican food, its use of food trucks, and its reliance on social media like Twitter for customer communication. A photo of Chef Roy Choi is included on the right side of the article.

Food Trends National.com
HOME FOOD TRUCKS RESTAURANTS FAST FOOD CATERERS

Tweet to eat

Skim the article. What's innovative about Kogi BBQ's business model?

As technology evolves, new business models emerge. For many years, businesses have sold their products and services online, but now social networking is changing the way people do business. Kogi BBQ in Los Angeles has found profitable ways to make the most of today's technology.

Kogi BBQ is a restaurant that serves a fusion of Korean and Mexican food concocted by Chef Roy Choi. The kimchi quesadilla and short rib taco are two favorites. Besides its menu, Kogi BBQ is different from other restaurants because people don't come to it; it goes to the people. Kogi BBQ uses five food-service trucks called Azul, Verde, Roja, Naranja, and Rosita to deliver cheap, gourmet fast food to long lines of hungry – and mostly young – customers throughout the city.

But how do people know where to find a Kogi BBQ truck? Technology is at the center of its business. Kogi BBQ uses the social networking site Twitter to inform customers where each of its trucks will be and when. The tweets (Twitter messages) look like this one:

Dinner time: Azul 6 PM - 9 PM @ Northridge (Devonshire and Reseda); 10:30 PM - 11:30 PM @ City of Industry (18558 Gale Ave.)

Customers can even post requests, like this one:

Can you come to Colima in Rowland Heights earlier? Maybe around 6-9? Thanks.

Kogi BBQ has been a viral sensation in Los Angeles. In addition to Twitter, Kogi BBQ uses YouTube, Facebook, blogs, and other electronic tools, like text messaging, to stay connected with its customers. By avoiding traditional advertising and building its business around an online community, Kogi BBQ has created a "Kogi Kulture," fueled by dedicated fans eager to spread the word.

Time will tell if this is a passing fad or the wave of the future. Either way, this much is true: As technology changes, businesses will figure out how to capitalize on it.

Chef Roy Choi of Kogi BBQ

Part A: Read the article. Complete the summary with information from the article.

- _____ impacts the way people do _____. Kogi BBQ, a trendy restaurant in Los Angeles, has developed a successful business _____ based on new technology. Kogi BBQ delivers gourmet fast food from five _____ trucks. To inform customers of their whereabouts, Kogi BBQ uses _____ sites like Twitter. In so doing, Kogi BBQ has built an online _____ of enthusiastic customers who love and seek out its food.

Part B: Answer the Questions. Choose the correct option.

1. Where does Kogi BBQ do business?

- A. In Los Angeles, using food trucks that travel around the city.
- B. In New York, operating in multiple restaurants.
- C. In San Francisco, using delivery services only.

2. Why is Kogi BBQ considered fusion cuisine?

- A. Because it only serves traditional Korean dishes.
- B. Because it combines Korean and Mexican flavors in its dishes.
- C. Because it uses European ingredients in Mexican recipes.

3. What is unique about Kogi BBQ?

- A. It has the most expensive BBQ menu in Los Angeles.
- B. It is the only BBQ restaurant that serves 24 hours a day.
- C. It uses social media, like Twitter, to tell customers where its food trucks are located.

4. What is a tweet?

- A. A short message posted on Twitter.
- B. A type of food served at Kogi BBQ.
- C. A signal sent by the food trucks to communicate their location.

5. What is “Kogi Kulture”?

- A. The traditional Korean way of preparing BBQ.
- B. The community of fans and customers who follow and support Kogi BBQ online.
- C. The name of the first food truck that Kogi BBQ started with.