



ACHIEVEMENT TEST PROGRAM

ADVANCED 1

LISTENING TEST

Listen to the audio and choose the correct answers.

1. How much did American spending on iced coffee and similar drinks reach in 2023?
 - a. Over 10 billion dollars
 - b. Over 15 billion dollars
 - c. Over 17 billion dollars
 - d. Over 20 billion dollars
2. By how much has American spending on cold coffee doubled since?
 - a. 2010
 - b. 2013
 - c. 2020
 - d. 2016
3. What percentage of Starbucks' beverage sales were cold drinks in the third quarter of 2024?
 - a. 56%
 - b. 66%
 - c. 76%
 - d. 86%
4. Which age groups are primarily driving the popularity of cold coffee?
 - a. Baby Boomers and Gen X
 - b. Millennials and Gen Z
 - c. Gen Z and Gen X
 - d. Gen Alpha and Millennials
5. What was cold coffee traditionally associated with?
 - a. Winter
 - b. Morning routines
 - c. Summer
 - d. Afternoon tea
6. According to experts, why is iced coffee appealing?
 - a. It is more affordable than hot coffee.
 - b. It can be customized and has social media appeal.
 - c. It is faster to brew than hot coffee.
 - d. It has stronger caffeine content.
7. Which companies, besides Starbucks, have seen growth in cold drink sales?
 - a. Dunkin' and Dutch Bros
 - b. Peet's Coffee and Coffee Bean
 - c. McCafé and Tim Hortons
 - d. Costa Coffee and Lavazza
8. How is the trend of cold coffee reflected in consumer habits?
 - a. Increased interest in organic beans
 - b. Decline in coffee shop visits
 - c. Growth in at-home brewing practices
 - d. Preference for instant coffee
9. What remains the dominant coffee choice in the U.S.?
 - a. Cold coffee
 - b. Decaf coffee
 - c. Instant coffee
 - d. Hot coffee
10. Why is cold coffee growing faster in popularity compared to hot coffee?
 - a. It is preferred by coffee enthusiasts in Europe.
 - b. It aligns with the traditional coffee cultures of South America.
 - c. Younger consumers and a desire for innovation are driving the trend.
 - d. It has a stronger flavor compared to hot coffee.