

Chapter 9

Starbucks

Wake up and smell the coffee.

1 Vocabulary Preview

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|----------------------------|--------------------------|---|
| 1. brew | <input type="checkbox"/> | A. Small-sized businesses usually run by family members. |
| 2. mom-and-pop shops | <input type="checkbox"/> | B. A person who makes a living buying and selling shares in corporations. |
| 3. raise | <input type="checkbox"/> | C. The highest-ranking official of a company. |
| 4. chief executive officer | <input type="checkbox"/> | D. Make a hot drink by adding boiling water to tea, coffee or other things. |
| 5. stockbroker | <input type="checkbox"/> | E. Collect or borrow money needed for a specific purpose. |

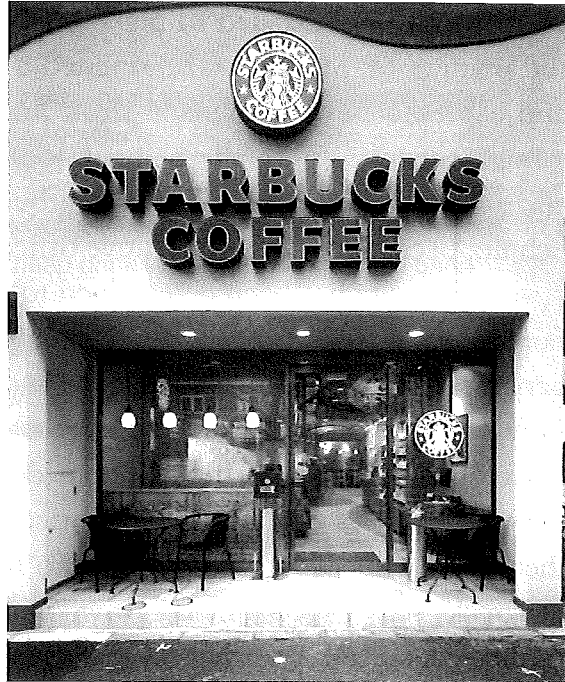
2 Reading 9

Farming of the coffee plant began in Africa around 800 BC, but rather than being used to produce a beverage, the fruit or berries of the plant were used as a staple food. It wasn't until around 1000 AD that Arab traders brought the plant to the Middle East and began to boil the beans — the seeds inside each berry — to make a drink. At first coffee was brewed from green, unroasted beans to make a tea-like beverage. Later the beans were roasted and crushed before brewing, giving us coffee as we know it today.

Coffee drinking quickly spread throughout the Arab world. In 1475 the world's first coffee shop, Kiva Han, was established in present-day Istanbul, Turkey. Coffee first *made its way* into Europe through the port of Venice, Italy, in about 1600. However, it was only after coffee houses *took off* in England about 50 years later that Europeans really began to *take to* the drink. Back in those days each coffee house had a certain type of customer. There were, for example, coffee houses for writers, stockbrokers and ship owners.

It's believed that coffee first arrived in North America in 1607. By 1668 it had replaced beer as New York City's favorite breakfast drink.

Although tea *ended up* being the preferred drink of the British, in America coffee quickly became an integral part of the culture. Nevertheless, before Starbucks appeared, the availability of specialty coffees — those sold according to their country of origin, roast or special blend — was quite limited. Most people *made do* with a 50-cent cup of coffee at a local diner. When Starbucks *came out* with its first \$3 coffee, many thought it was an expensive fad that would not last. As everyone knows, those doubters have been proved wrong.



Today, Starbucks is the biggest coffee shop chain in the world, with over 6,000 stores in more than 30 countries. The first store to open outside of North America debuted in Tokyo's Ginza district in 1996. Starbucks is *going over* big in Japan, and there are now about 500 stores throughout the country. Unlike many other famous American chains, Starbucks does not offer franchises. All its shops in Japan are under the management of Starbucks Coffee Japan, a division of Starbucks.

Starbucks' strategy has been to change coffee's image by getting people to think of it as a luxury product. Starting with the US market, Starbucks has enabled consumers to develop an appreciation of high-quality coffee. In doing so, it has created a new industry. When Starbucks first started, there were only a few hundred specialty coffee shops in the United States. There are now around 14,000, the majority of which are not Starbucks at all but little mom-and-pop shops. To ensure that the customer gets coffee of the best quality, Starbucks does its own buying and roasting of coffee beans.

The person responsible for *putting* Starbucks *on the map* is Howard Schultz, who joined Starbucks in 1982 as director of sales and marketing. Back then the company only sold coffee beans and ground coffee. Then during a fateful business trip to Italy, Schultz noticed the popularity of the

espresso bar and decided to make an American version. In cooperation with the owners of Starbucks, he opened a coffee shop, offering brewed coffee and espresso beverages made from Starbucks coffee beans. The store was
 55 a huge success. With the help of local investors, Schultz raised \$4 million and acquired Starbucks in 1987. Starbucks *went public* just five years later, and Schultz became the chief executive officer (CEO).

Schultz has been determined to create a company that is generous and fair to all of its employees. This means that even part-time staff get fringe
 60 benefits such as health care coverage and stock options. Starbucks is also *doing its best* to give coffee farmers a better standard of living. Starbucks Fair Trade coffee is a blend of coffees bought directly from farmers or their cooperatives. This gives farmers a better price for their coffee beans, greatly helping them deal with fluctuating prices. To reduce its impact on the environment,
 65 Starbucks sells a special blend grown without pesticides, herbicides or chemical fertilizers and encourages its customers to use their own mugs.

Notes:

appreciation 「評価」
Arab traders 「アラブ商人」
availability 「入手、購入しやすさ」
BC 「(before Christ の省略) 紀元前 (対) AD (anno Domini の省略) ラテン語・キリスト紀元」
berry 「実」
brew 「(茶・コーヒーなどを) 入れる」
CEO 「最高経営責任者」(chief executive officer の省略) (英) managing director」
chemical fertilizer 「化学肥料」
cooperative 「協同組合」
director of sales and marketing 「営業部長」
do one's best 「最前を尽くす、心を尽くす」
doubter 「疑い深い人」
encourage 「～を勧める」
end up 「結局～になる」
fad 「一時的流行」
fateful 「運命的な」
fringe benefits 「付加給付」
go over 「受け入れられる、うまく行く」
ground coffee 「挽いたコーヒー」
herbicide 「除草剤」
in cooperation with 「～と協力して、～と連携して」

integral part 「欠かせないもの」
make do (with) 「～で我慢する、～で済ます」
make one's way 「伝わる、進む」
Middle East 「中東」
mom-and-pop shops 「家族経営の小さな店」
part-time staff 「パート従業員 part-time workers とも言う」
pesticide 「殺虫剤」
preferred 「好みの、お気に入りの」
present-day 「現在の」
prove someone wrong 「(人) が間違ってることを証明する」
put on the map 「～を有名にする」
raise 「(資金を) 調達する、集める」
specialty coffee 「スペシャルコーヒー、コーヒー専門店のコーヒー」
standard of living 「生活水準」
staple food 「主食」
stockbroker 「株式仲買人」
stock options 「自社株購入権」
Wake up and smell the coffee. 「目を覚まして現実を直視する」

3 True / False Comprehension Check

1. It is the seeds inside the berries of the coffee plant that are used to make coffee. T / F
2. Modern coffee was created when people started roasting and crushing coffee beans before brewing them. T / F
3. Starbucks has expanded quickly in Japan thanks to its many franchise stores. T / F
4. Changing the image of coffee from a cheap drink to a luxury product has been the key to success for Starbucks. T / F
5. The success of Starbucks created a new specialty coffee shop industry in Italy. T / F
6. Howard Schultz made Starbucks the world's leading coffee shop chain. T / F
7. Buying Starbucks Fair Trade coffee helps farmers because it gives them a better price for their coffee beans. T / F

4 True / False Listening

1. T / F
2. T / F
3. T / F
4. T / F
5. T / F
6. T / F

5 Language Practice

- A. unlike B. prove someone wrong C. reduce
D. encourage E. last F. rather

1. How long do you expect today's meeting to _____?
2. _____ than helping me as I had hoped; he just watched TV all day.
3. The animal was _____ anything she had ever seen.
4. Were you _____ to learn a foreign language at school?
5. I was sure she wouldn't be able to fix her car, but she _____.

6 Idiom Practice

- A. make do B. put on the map C. make one's way
D. go over E. do one's best F. end up

1. We always thought he would _____ becoming rich and famous someday.
2. If you don't have any sugar, I can _____ with honey.
3. Mr. Watson is _____ to make his English classes more enjoyable.
4. The new rules didn't _____ well with the employees.
5. Can you _____ here by yourself?