

Supermarkets

Before you read

1 Answer these questions.

- 1 Do you usually shop in a small grocery store or in a supermarket?
- 2 When you go shopping, do you make a shopping list?
- 3 Do you buy things that are not on your shopping list?
- 4 Do you talk to the shop assistant in the supermarket?
- 5 Why, in your opinion, do people spend more in supermarkets than in small shops?



Reading

2 Read the text about supermarkets and check your answer to question 5.

Supermarkets: a brief history



a great success and after 7 years there were nearly 3,000 Piggly Wiggly stores in the USA. The first British supermarket was the Co-op, Manor Park, in London (1948).

What is the secret of the supermarket's success? Why do people spend more money in supermarkets than in smaller shops? People usually make a shopping list when they go to the supermarket but they end up buying things not on their list. Why?

First of all, the design of the supermarket makes you pass as many shelves as possible. There are a lot of long corridors and this makes it difficult to get to the check-out quickly.

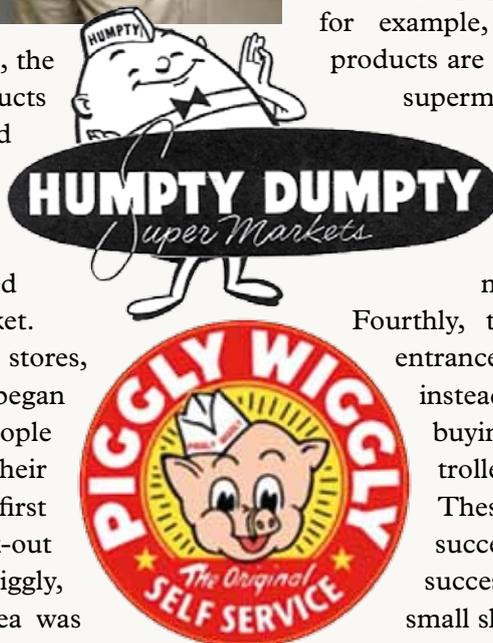
Secondly, popular products are far apart: for example, butter, coffee, soap. These products are far away from each other in the supermarket to make you spend more time in the shop and to pass more shelves.

Thirdly, the bright lights in supermarkets make them look more attractive and hygienic.

Fourthly, they put big items near the entrance so shoppers will use a trolley instead of a basket. Most people stop buying when a basket is full. With a trolley, they buy more.

These are some of the secrets of successful supermarkets. Sadly, the success of supermarkets is putting small shops out of business.

In the early days of shopping, the shop assistant took the products from the shelf and wrapped them for the customer. Shopping was slow but it was friendly and it gave people the chance to talk. All this changed with the birth of the supermarket. The first self-service grocery stores, called Humpty-Dumpty, began in America in 1912. But people still paid the shopkeeper for their goods, at the counter. The first supermarket – with a check-out by the exit – was the Piggly Wiggly, in Memphis in 1916. The idea was



3 Read the statements and write T (true) or F (false), then correct the false statements.

- 1 The first supermarket opened in 1916. _____
- 2 The supermarket is a British invention. _____
- 3 Most people make a shopping list. _____
- 4 Popular products are in the same part of the supermarket. _____
- 5 Supermarkets prefer their customers to use trolleys. _____

4 Answer these questions.

- 1 How are small shops different from supermarkets? Give 2 examples.
- 2 Why was the Piggly Wiggly store different from previous shops?
- 3 What makes supermarkets seem attractive?
- 4 Why are big items put at the front of the supermarket?

STUDY SKILLS
Topic vocabulary

You will improve your reading and writing skills if you focus on words that go with a particular topic. For example:

The cinema: *multiplex, thriller, special effects...*
Family: *only child, extended family, nuclear family...*
Romantic relationships: *go out with, fancy, split up...*

Read the text about supermarkets and complete this list of shopping vocabulary:
Shoppers, shop assistant, customer...

Listening

5  **6** Listen to a radio presenter talking about ways to save money when shopping. Tick the correct advice.

- 1 Don't spend a lot of time in the supermarket.
- 2 Always make a shopping list.
- 3 Do your shopping in small grocery stores.
- 4 Avoid famous brands.
- 5 Look carefully at the prices before you buy.
- 6 Always use a basket.
- 7 Look at goods first and touch them.
- 8 Avoid products on sale.

6  **6** **P** Listen again and complete this summary of the interview.

The golden rules of shopping

The golden rule of shopping is always make a (1) _____ list. Secondly, compare prices. Take your time to (2) _____ products and only stop to look at things you want to buy. Try not to use a cart or (3) _____ . Even a small basket makes you buy more. Another golden rule is: (4) _____ make people buy more, trolleys make you buy even more. The big brands are usually more (5) _____ . So, change your favourite brands. Choose the lowest price. It often makes little difference, they usually (6) _____ the same.



Speaking

7 Which of the following do you or your parents do when shopping? Think about these rules and make some notes.

- 1 Make one large shopping trip, not several small ones.
- 2 Check your receipt. Make sure it is correct.
- 3 Shop alone: people buy more when shopping with a friend.
- 4 Don't take the children with you.
- 5 Shop on a full stomach. Don't shop when you're hungry.
- 6 Walk or cycle to the shops.

8 Compare your answers with other students. Ask and answer about what people do when they shop.

- A How often do you go to the supermarket?
- B About once a day.
- A Do you make one trip to the shops or do you go several times?
- B I go just once.

Writing

9 Write a leaflet on Do's and Don'ts for good shopping using the information in the Reading, Listening and Speaking tasks in this unit.

Do	Don't
Make a shopping list	Go shopping with a friend