

Name:

The history of Supermarkets

- ① **Pre-Watching:** What do you know about the history of supermarkets? When do you think the first self-serving supermarket was launched? And how did people do shopping without supermarkets?

These words can help you understand the video:

self-service	Selbstbedienung
in bulk	in großen Mengen
convenience	Bequemlichkeit

- ② True or false? **Tick the right answer.**

A - Mostly women did the shopping.	true	false
B - Self-serving made supermarkets cheaper.	true	false
C - The invention of shopping baskets was needed for people to be able to buy in bulk.	true	false
D - King Kullen was the first supermarket having shopping trolleys	true	false
E - Especially the rich people liked supermarkets.	true	false
F - Supermarkets were selling cheaper food in bulk.	true	false

- ③ **Complete the sentences** by filling in the gaps.

The first self-serving supermarket was launched in _____.

For a long time, the supermarket remained an _____ phenomenon.

Supermarkets were associated with a lower _____.

In 1937 the first ever _____ was invented.

- ④ How did the Great Depression help supermarkets? **Write down** what you understood.

- ⑤ How did supermarket owners convince people to use shopping trolleys?

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- ⑥ **Read** the following text. **Bold words** are translated below.

As customers, it seems we fall into three **distinct** categories: **locators**, **explorers**, and **dreamers**. Nathan Watts, from **retail design agency** „Fitch“, explains the subtly different ways, we **behave** when we shop.

„Sometimes a shopper will be simply locating. They'll want to go and find a product that they know that they want, and they know exactly which product they want.

Often their **mind state** may be that the customer is thinking more as an explorer. They want to explore the range. They know they maybe want to find a product in a **certain** category, but they don't know which one.

And **occasionally**, a customer is in a dreaming mind state. For the dreamer, we really need to try and **inspire** them to select or choose something that they don't even know that they need. So for a dinner party, we can help to try and inspire the customer to actually **consider** a dessert for that dinner party. And therefore, in the displays, we're really trying to inspire people and get them thinking about things they hadn't thought about.“

distinct	verschieden / unterschiedlich
locate sth.	etw. auffinden / lokalisieren
explorer	Entdecker
dreamer	Träumer
retail design agency	Agentur für die Gestaltung von Geschäften
behave	verhalten
mind state	Gemütszustand
certain	bestimmt / gewiss
occasionally	gelegentlich
inspire	inspirieren
consider	bedenken / in Betracht ziehen

- ⑦ What different kinds of customers are there? **Write them down.**

- ⑧ **Read** the different statements and **match** them with one of the three categories of customers.

I'm looking for some pasta and pesto and a soft drink.

I want pasta and pesto from Barilla and a diet coke.

I am looking something to eat and drink for today's dinner.

- ⑨ What kind of customer are you? Why? **Discuss it with your partner** then **write it down.**