

THE FOOD PEOPLE

UNIT

1

THE SERVICE INDUSTRIES

- Hospitality
- Catering sectors
- Food & Beverage operations
- Contract Catering
- Travel Catering & onboard services
- STOP & CHECK

VOCABULARY

- Hospitality & Catering
- F&B operations
- Travel Catering

GRAMMAR REVISION

- Present simple
- Phrasal verbs: To be made up of

LANGUAGE SKILLS

READING: Quick history through the hospitality industry

LISTENING: F&B service operations

Zafferano: an independent caterer in London

SPEAKING: Discussing: The Hospitality industry & Catering • Eating out
• Suggesting F & B outlets

WRITING: Favourite means of transport

WATCHING: **FLIPPED CLASS & VIDEO:** *F&B Service Operations*

UNIT

2

FOOD SERVICE JOBS

- Primary Jobs
- Cool Jobs
- STOP & CHECK

VOCABULARY

- Primary jobs
- Cool jobs
- Street food

GRAMMAR REVISION

- Present continuous
- Adverbs of Manner
- Word formation: nouns
- Phrasal verbs: Keep up with, Spit out, Carry out, Work out

LANGUAGE SKILLS

READING: Ice cream taster: the sweetest job [PET Reading Part 5](#)

LISTENING: Cool jobs • Street food • History & facts [PET Listening Part 3](#)

SPEAKING: Asking & Answering about the meaning of words • Talking about choices • Completing an interview • Asking for & Giving Information • Describing a picture [PET Speaking Part 3](#)

WRITING: Mini dialogues • Informal email to a friend

WATCHING: Suggested youtube **VIDEO:** *The starred street food chef*

DOING: **REAL TASK** Report, Show & Comment: *Eating on the street*

UNIT

3

ADS & FADS

- F&B Promotion
- STOP & CHECK

VOCABULARY

- Advertising media
- Adjectives for promoting F&B outlets

GRAMMAR REVISION

- Word Formation: Adjectives and Nouns

LANGUAGE SKILLS

READING: Match the pictures to the descriptions [PET Reading Part 1](#)

LISTENING: Reordering dialogue • Identifying F&B slogans • Choosing F&B venues [PET Listening Part 2](#)

SPEAKING: Making suggestions • Suggesting slogans
Describing F&B Venues [PET Speaking Part 2](#)

WRITING: Writing promotional slogans

WATCHING: **FLIPPED CLASS & VIDEO:** *How to create an advertising leaflet*

DOING: **REAL TASK** Report & Present: *Create a promotional leaflet for an F&B operation*

THE HOSPITALITY UMBRELLA

All the world's economic activity is based on **goods** and **services**.

Goods industries produce physical things that you can touch, smell, weigh or measure, like pasta, wine, beds, cars.

Service industries do not provide physical things, but an activity or a process, like accommodation, food service, transport.



The **Hospitality** industry is one of the largest **service industries** in the world.

The **main aim** of the **hospitality** industry is to provide excellent customer service and satisfaction.

Hospitality **is made up of** three broad areas:

Travel & Tourism • Accommodation • Food & Beverage

Like a big umbrella, the **hospitality** industry includes a *wide range* of services for people away from home for leisure, business or other purposes, such as *recreation & entertainment, events, transportation, travel agencies & more.*

Actually, the **hospitality** industry includes any sectors that focus on customer service and the satisfaction of their needs.

Food & Beverage is a **dominating service** sector in the broad **service Hospitality** industry because it **supports** the other sectors in the industry.



TAKE IT EASY

1. **UNDERLINE** the correct option.
1. The hospitality industry is a:
goods industry / service industry
2. The hospitality industry includes:
one broad area / more than one broad area
3. The main aim of the hospitality industry is to:
transport customers / serve customers
4. Goods are:
physical products / processes or activities
5. Food & Beverage is:
an independent industry / part of a larger industry



TAKE IT EASY

2. MATCH numbers & letters. Then, **TRANSLATE**.

1. physical 2. service 3. customer 4. industry 5. travel 6. wide

- A. sectors B. agencies C. goods D. industry E. range F. satisfaction

VOCABULARY

3. WRITE these words in the correct column.

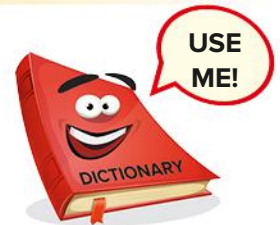
1. a haircut 2. cars 3. mobile apps 4. knives 5. coffee cups 6. health care 7. mobile phones
8. digital library 9. downloaded music 10. dishwasher 11. Internet booking 12. a bag of crisps

PHYSICAL	NON-PHYSICAL
0. food	0. car repair

READING

4. READ & MATCH these questions with the scrambled answers.

- **What** is the difference between 'goods' and 'service'?
 - **What kind of** industry is the hospitality industry?
 - **What** is the main aim of the hospitality industry?
 - **How many** areas is the hospitality industry made up of?
 - **Why** is the hospitality industry represented like a big umbrella?
 - **Why** is Food & Beverage a dominating part of the Hospitality industry?
- This industry has often this graphic representation because, within its three main areas, it covers a wide range of sectors.
 - Hospitality doesn't offer goods but services. So it is a service industry.
 - The Hospitality industry consists of three areas.
 - Goods are produced objects that you can touch, smell, weigh or measure. Services are activities or processes that you cannot touch, smell, weigh or measure.
 - This hospitality area prevails because it is at the base of any other industry sectors.
 - The main goal of the Hospitality industry is to offer customer service & satisfaction.



WHO'S THE 'BIG EMPLOYER'?

The hospitality industry is one of the **key drivers** (*fattori chiave*) of the world economy. It is a strong driver for employment with millions of new jobs every year. As it offers **unlimited opportunities** for employment, it is **dubbed** (*soprannominata*) the '**Big Employer**'.





READING

5. LISTEN & COMPLETE this passage with the given words.

- chains • organised • spread • elevated • customer • trends • legendary • increased • first
 • accommodation • perspectives • early • travelling • century • culinary

QUICK TOUR THROUGH THE HISTORY OF THE HOSPITALITY INDUSTRY

The first form of hospitality dates back to **1** civilizations like the *Egyptians*, the *Greeks* and the *Romans* who were the **2** to make travelling easier. The Romans provided **3**, comfort and entertainment for travellers in their thermal *spas*, developing a sort of inns. In Medieval times **4** on pilgrimages became popular, all over Europe. Pilgrims stayed in monasteries and in the ‘*caravanserais*’, inns where travellers could rest and eat. This started a modern form of **5** service hospitality which grew in the Renaissance and during the French Revolution. In the 16th **6**, the demand for inns and taverns **7** However, the first hotel was *Koshu Nishiyama Hotel* in Japan which is over 1300 years old. With the French Revolution, the future of **8** arts and the hospitality industry changed. In the 18th century, *Boulangers* opened the first restaurant. In the 19th century *Escoffier*, the great chef **9** cooking to a respected profession and *César Ritz*, the **10** hotelier started luxury hotels. The Hospitality industry as an **11** industry began in the 1950s-1960s. In the 1970s the construction of large hotels **12** in Europe, England, and America. Today hoteliers analyse new **13** to define how to improve the quality of life in hotels. The industry has developed a lot. Hotel **14** have increased with brands like *Hyatt*, *Hilton*, *Marriott*, *Starwood*, *Ritz*. The hospitality industry is at the top now with excellent **15** for the future.

COMMUNICATION

6. ASK & ANSWER questions about the hospitality industry with a partner.

- When** does the first form of hospitality date back to?
- Who** developed the first form of inns?
- How old** is the first real hotel ever built?
- Who** elevated cooking to a respected profession and **when**?
- When** did hospitality begin to be an organised industry as it is today?

Phrasal Verbs

Hospitality is made up of three broad areas:
 L'ospitalità è formata da 3 ampie aree

TO BE MADE UP OF
 è il primo verbo **FRASALE** del libro.
 Deriva da to **Make-Made-Made** = Fare, costruire, ma con l'aggiunta di **UP** e **OF** cambia significato: **essere formato/costituito da.**

WRITING

7. COMPLETE the sentences with your personal ideas.

- My family is made up of
- My main aim in life is to
- My school subjects include
- I have a wide range of interests such as
- In my hospitality studies I want to focus on

CATERING SECTORS

The **food & beverage** sector supports a large number of areas related to the hospitality industry. Depending on the field, Catering may be basically classified as:

COMMERCIAL or PROFIT CATERING

- operates **for profit**
- is open to a **general market**
- provides best quality services
- competes **on the market**
- sometimes contracts **outside suppliers**

NON-COMMERCIAL or NON PROFIT CATERING

- is **not** a **profit**, but a **supporting, welfare, ancillary** service
- is open to a limited market
- provides **good** quality services
- does not compete **on the market**
- regularly contracts **outside suppliers**



The **main aim** in **profit catering** is to **BALANCE**:

- costs & revenues
- product quality
- consumer satisfaction

*Restaurants, pubs or bars are areas of **profit catering***

The **main aim** in **non-profit catering** is to **PROVIDE**:

- good quality catering services at reduced prices

*School or factory canteens are areas of **non-profit catering***

TAKE IT EASY

8. MATCH the words to their translation.

1. profit 2. welfare 3. suppliers 4. revenues 5. ancillary 6. outside

A. fornitori B. esterno C. ausiliario D. guadagno E. assistenziale F. ricavi

9. UNDERLINE the correct option.

- Profit catering is **ancillary / commercial**.
- Welfare catering offers **good / best** services.
- Profit catering serves a **large / small** market.
- Profit catering offers **reduced / full** prices.
- Welfare catering contracts **outside / inside** staff.
- Welfare catering **competes / does not compete**.



READING

10. READ these questions & **COMPLETE** the answers.

- How** is Catering basically classified?
- What** are the main characteristics and aim of profit catering?
- What** are the main characteristics and aim of welfare catering?

- Catering is basically classified as
- Profit catering its main aim is
- Non-profit catering its main aim is

WRITING

11. COMPLETE this passage on the catering industry.

Catering is a (*parola*) that comes from the verb to **CATER** which means (*fornire*) food and drinks for a dining (*evento*) from a simple (*fiesta di compleanno*) to an (*elegante*) wedding banquet. The (*commerciali*) businesses in the food & beverage sector operate to (*fare profitto*). Their (*principale scopo*) is to keep a (*equilibrio*) between (*costi e ricavi*). The non-profit sector refers to (*aziende assistenziali*) that do not operate (*per profitto*). Typical examples of this (*ausiliario*) catering are school and the armed forces (*mense*). The provision of food & drinks is not the (*principale attività*) of non-profit catering.

TAKE IT EASY

12. DECIDE if these catering businesses are profit (**P**) or non-profit (**NP**) and then **MATCH** to the pictures.

1. Hotel
2. School canteen
3. American bar
4. Motorway service station
5. Old people's homes food service
6. Amusement park food stall
7. Catering at sea

P
.....
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FLIPPED
classroom

FOOD & BEVERAGE OPERATIONS

 Video
F&B Service
Operations

13. WATCH the video to learn about Food & Beverage service operations and **WRITE DOWN** on your notebook the names of the **6** main categories of profit **F&B operations**.

14. LISTEN & MATCH the sentences to the photos of the 10 food jobs in the video.

 Track 2



15. LISTEN again, **COMPLETE & IDENTIFY** the correct F&B service operation (**A-G**).

- | | |
|-----------------------------|-----------------------------|
| A. HOTEL RESTAURANT | E. QUICK SERVICE RESTAURANT |
| B. FUSION RESTAURANT | F. WINE BAR |
| C. ETHNIC RESTAURANT | G. SPECIALITY RESTAURANT |
| D. THEME RESTAURANT | |

- Located in London's Mayfair District since 1978, this elegant restaurant serves wonderful **Japanese** dishes. **C**
- This American coffee company & coffeehouse operates in 28,218 locations worldwide.
- Home to some of the best restaurants in Venice, here is a glamorous occasion.
- A rugby union Australian pub and restaurant filled with sports memorabilia.
- This restaurant in puddings based on one ingredient only, with a selection of 19 flavours.
- Inspired by a of the East & West, the restaurant is just across the road from the *Arndale*, Manchester Arena.
- Convivial *Manfreds* in Copenhagen has passionate staff, selected and a regularly changing menu.



Scarica **GUARDA!**
e inquadrami
per guardare i video
e ascoltare gli audio

COMMUNICATION

16. DISCUSS with a partner. Talk about these points:

1. Do you like dining out?
2. **How often** do you dine out?
3. **What kind** of F&B operations do you like best and **why**?

VOCABULARY

17. MATCH the synonyms.

1. quick
2. chains
3. fine
4. affordable
5. kind
6. fusion
7. theme

- A. inexpensive B. refined C. fast
D. combination E. type F. concept G. franchises

READING

18. COMPLETE the definitions of the F&B operations with the following words:

affordable • combine • professional • atmosphere • particular • animal • beers & wines • away • quickly • temporary • room service • typical

1. **Fusion restaurants** elements of different cuisines.
2. Restaurants that limit or avoid products are called **Healthy restaurants**.
3. **Ethnic Restaurants** offer foods of a country's cuisine as Chinese, Spanish, Thai.
4. **Theme restaurants** are F&B outlets where the is influenced by a theme.
5. **Speciality restaurants** are specialized in a type of food or one-item dish.
6. **Casual restaurants** offer meals.
7. People go to a **pub**, a **brasserie** or a **wine bar** to have a meal with good
8. In a **Take-away** we can buy food and take it to eat it elsewhere.
9. **Fine dining restaurants** create a dining experience with pleasant location, elegant interior, refined cuisine and staff.
10. **Quick service** or **fast food** outlets serve food that is prepared and consumed
11. **Accommodation foodservice** includes hotel restaurants, bars & lounges,
12. **Pop-up restaurants** are restaurants with a known close date.

COMMUNICATION

19. Suggest the most appropriate type/s of F&B outlets for each customer, like in the example: **A. What would you suggest to a businessman at lunch break?**

B. I would suggest a casual restaurant or a quick service (fast food) restaurant.

1. **A businessman at lunch break**
2. A couple on a wedding anniversary
3. Guests allergic to animal proteins
4. Young people on a Saturday night
5. Lovers of exotic food
6. Beef lovers
7. Diners who are looking for an unusual atmosphere
8. Guests preferring beer with their meal
9. Guests of different nationalities, with a global culture
10. A working mother with no time to cook



CONTRACT CATERING

Contract catering is one of the most widespread sectors in the catering industry.

Outside providers or **contract caterers** offer their services **on contract**. They prepare and cook food on the premises, that is at their business **premises**, and then transport and serve food off the premises, that is in another place.

That's why, they are popularly called "**Meals on Wheels Providers**".

Contract catering operates both in the **commercial** and **non commercial** sectors, such as **shopping centres**; **travel**: trains, ships, planes; **education**: schools, colleges, universities; **healthcare**: hospitals, nursing and old people's homes; **prisons**; and so on.

This sector developed in the **50s** when legislation obliged employers to provide canteen facilities and services for their workers.

TAKE IT EASY

20. UNDERLINE the correct option.

- Contract catering has a **limited/wide** market.
- Outside providers **do not operate on a contract/operate on a contract**.
- On the premises means **at another workplace/at their workplace**.
- Meals on wheels providers are so-called because they **transport/buy** meals.
- Contract caterers developed in the 50s **obliged/favoured** by the law.

COMMUNICATION

21. ASK & ANSWER with a partner about contract catering.

- Why** are outside providers called contract caterers?
- What** does "**on the premises**" mean?
- What** does "**off the premises**" mean?
- Why** are contract caterers called "**Meals on wheels providers**"?
- Which** catering sectors does contract catering include?
- When** and **why** did contract catering develop?



VOCABULARY

22. MATCH these words with their definitions. Then, **ASK & ANSWER** with a partner:

A. **What does 'canteen' mean/refer to?**

B. **Canteen means/refers to a restaurant on the premises of a factory, school, providing meals for a large number of people.**

- | | |
|---------------------------------|---|
| 1. On the premises | A. provision of medical treatment for physical or mental problems |
| 2. Off premises | B. inside a building or land that a business owns or uses |
| 3. Healthcare | C. buildings & equipment provided for a particular activity |
| 4. Facilities | D. outside a building or land that a business owns or uses |



An independent caterer with a unique voice in London



Zafferano was founded over **20** years ago as a family business and has flourished into one of London's most respected catering companies. **Today**, Zafferano leads London event catering with a reputation for *creativity, quality and first rate customer service*.



Track 3

LISTENING

23. LISTEN TO *Zafferano's* creative director **Jo Moody**. **TICK** the correct option.

1. Zafferano is:

- a. a London restaurant
- b. a British pub
- c. an exclusive club in London
- d. an event caterer in London

2. What inspires Jo for her events?

- a. the guests' hobbies
- b. everything in her life and in society
- c. her favourite music
- d. fashion trends

3. What is she more proud of?

- a. the awards & association with London theatres
- b. innovative menus
- c. charity events
- d. memorable venues

4. What's her creative 'buzzword'?

- a. serving
- b. catering
- c. theming
- d. providing

Adapted from: www.zafferano.co.uk

Il **PRESENT SIMPLE** si usa per:

1. AZIONI ABITUALI (*routines*) e **2. FATTI NOTI A TUTTI**

+ The chef **cooks** food. **?** Where **does** the chef **cook** food? **-** The chef **doesn't cook** food.

SIGNAL WORDS: *always, sometimes, usually, hardly ever, rarely, never...*

REMEMBER: Il **PAST SIMPLE** si ottiene con la seconda forma del paradigma e per le domande, le negazioni e interro-negative usa **Did** e **Didn't** al posto di **Do – Does – Don't – Doesn't**.

+ The chef **cooked** food. **?** Where **did** the chef **cook** food? **-** The chef **didn't cook** food.



GRAMMAR

24. COMPLETE with the **Present Simple** of the given verbs.

LIKE • NOT HELP • START • NOT KNOW • WORK • EARN • SERVE • FINISH • ASK

My friend Rudy in a pub near my house. He at 5 pm and at 11 pm. Sometimes, when he the chef with the cooking, he also the guests. How much he? My brother and I often him about that but we still! Anyway he really his job.

TRAVEL CATERING & ONBOARD SERVICES

People travel more and more today, because travelling is more accessible, comfortable and convenient than before. But competition among transport companies is very strong.

So, they are focusing on the quality of their *facilities, services, innovations* and *incentives*.

Catering on board is a key driver for winning the market of travellers, as the provision of *quality food, drinks* and *service on board* a **train**, a **plane**, or a **ship** can enhance the pleasure of the journey.

Travel catering is a profit activity, so its *main aim* is to bring good revenues.

Service staff on board must be **highly qualified** and **constantly trained**.

TAKE IT EASY

25. MATCH the pictures to the travel catering area (1-3).

1. Railway Catering **2. In-flight Catering** **3. Marine Catering**



WRITING

26. MAKE questions to these statements.

1. People travel for business and **leisure**.
2. Today travelling is more accessible and convenient than in the past.
3. Transport companies focus on the quality of their *facilities, services, innovations*.
4. Travel catering is a commercial activity.
5. The provision of good quality food & beverage service on board can enhance the pleasure of the journey.

Leisure (*tempo libero*) is the time when you are not working & can relax and do things that you enjoy.

VOCABULARY

27. MATCH the words with the synonyms.

- | | | | | |
|-----------------------|---------------|--------------------|---------------|--------------|
| 1. To provide: | A. to sell | B. to manage | C. to serve | D. to supply |
| 2. Catering services: | A. supporting | B. food & beverage | C. auxiliary | D. luxury |
| 3. Travel catering | A. leisure | B. welfare | C. transport | D. journey |
| 4. Aim | A. goal | B. attraction | C. innovation | D. service |
| 5. Caterer | A. traveller | B. restaurateur | C. server | D. waiter |

The passenger in 16 F wants to know **what we are flying over** right now.



Tell him **we are over the luggage**.



TRAVEL CATERING

Railway catering is the provision of food & drinks **on board** a train and at all the catering **outlets** & **facilities** in **rail terminals** & stations. Service on board is provided **from a counter** or **at a seat** in a dining car. Meals are provided by **contract suppliers**.

Service trolleys are used to serve hot and cold food & drinks.

In-flight catering is the provision of meals, snacks & drinks **on board** a plane and at all the airport catering **outlets** & **facilities**. The **meals** are provided by **contract suppliers**.

Meals are kept in **insulated trolleys** and **re-heated** before service.

- **Economy** class meals are **set** & **served on a tray** for speedy service.
- **First** class meals offer fine dining menus and service.



Sea catering is the provision of food & drinks **on board** a ship. **Cruise liners** focus on **Fine Dining** with multiple restaurants open 24 hour a day, **starred chefs** and excellent **international cuisine**. **Menus** reflect the itinerary and are designed to meet the passengers' different needs, such as: *diabetic, celiac, Kosher, Muslim, healthy choices and more.*

The **Food Production Manager** checks if the outside suppliers provide: the **right number of** food items, in the **scheduled quantities** and respects **delivery time**.

READING

28. ANSWER these questions.

1. **Where** do the three types of travel catering operate?
2. **How** are meals served in economy class on board a plane?
3. **Where** is food served on board a train?
4. **Which** of the three offers a choice of menus for different needs?
5. **Who** is responsible for the efficiency of the suppliers in all the three types of travel?

WRITING

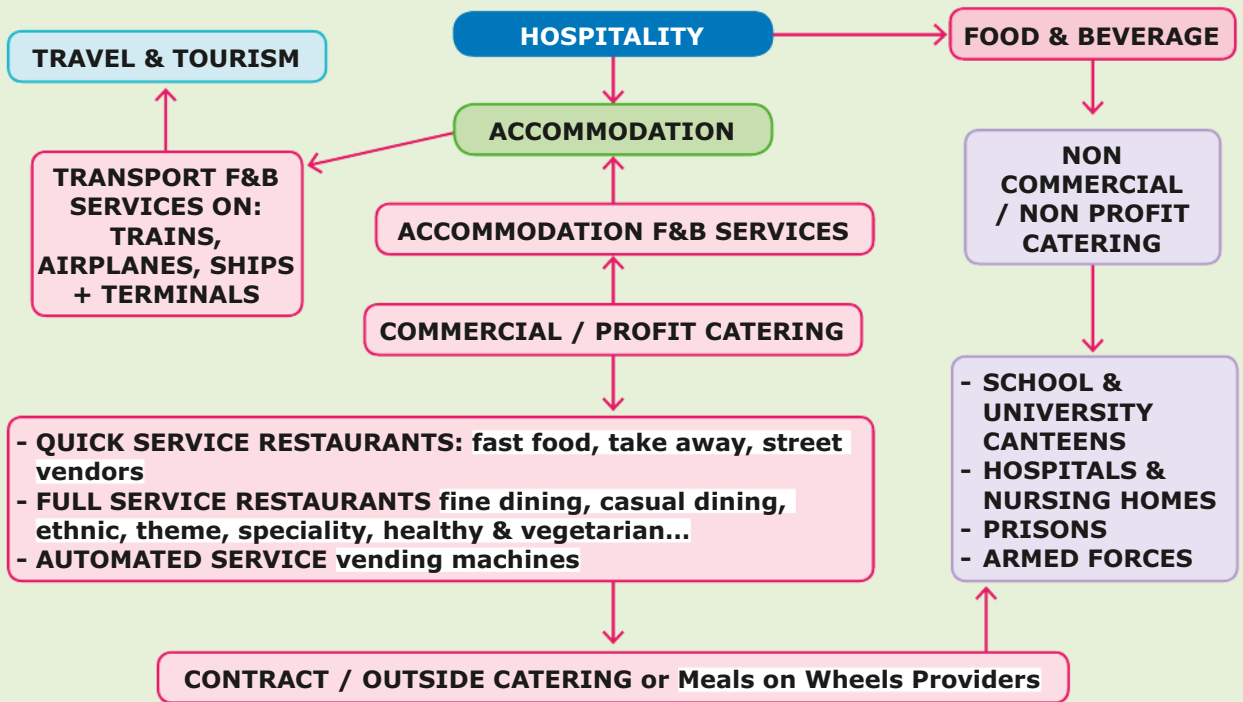
29. LOOK AT the picture and **WRITE** about which means of transport you usually prefer to travel by and **GIVE** reasons.





TAKE IT EASY

1. READ and TRANSLATE the words in the spidergram.



READING

2. With the help of the spidergram, COMPLETE the paragraph with the correct words.

Hospitality is an **u**..... term that includes three broad areas: **t**..... & **t**....., **a**..... and **f**..... & **b**..... . Hospitality is a service **i**..... and its main aim is to provide **s**..... to customers. **Food & B**..... is the dominating sector because it supports the other **s**..... in the industry. The F&B or **c**..... sector is divided in **c**..... or **p**..... catering and **c**..... or **n**..... catering. *Commercial* catering refers also to Travel & Tourism and to Accommodation catering services and includes: **q**..... service restaurants, **f**..... service restaurants – with different F&B operations – and **a**..... service. *Non commercial* catering does not operate for **p**..... and includes institutional catering services to: **s**..... & university **c**....., hospitals & **n**..... homes, **p**..... and **a**..... **f**..... . Contract or **o**..... caterers operate on the basis of a **c**..... and serve **f**..... and beverages everywhere, both in the commercial and non commercial sector. That's why they are popularly called "**m**..... on **w**..... **p**.....".

WRITING

3. TRANSLATE using the present simple and the information in the unit.

1. I ristoranti etnici offrono cibo tipico di un paese che ne riflette la cultura.
2. La cucina "fusion" combina elementi di diverse culture culinarie.
3. In un ristorante *per famiglie*, i clienti non trovano un'atmosfera formale.
4. In che tipo di ristorante mangiano le persone vegane o vegetariane?
5. Cosa servono i carrelli di servizio sui treni?
6. I menu delle navi da crociera riflettono l'itinerario e rispettano le esigenze dei vari clienti.
7. Il servizio di catering su voli di classe economica non offre cibo o servizio raffinato.

PRIMARY PROFILES

What comes to your mind first when you think of a job in the food industry?



Well, it makes me think of roles like restaurant manager, bartender, waiter, chef and so on.

In our times, interest in food, cooking and enogastronomy is **over the top** all over the world. Chefs and food experts are now also *TV personalities* and *culinary writers*. This popularity has produced a wide variety of job opportunities. Central profiles remain the: **Food & Beverage Manager, Restaurant Manager, Banqueting & Event Manager, Food & Wine** or **Enogastronomy Expert**.

COMMUNICATION

1. ASK & ANSWER.

1. **What** has the strong interest for food, cooking and enogastronomy produce?
2. **What** are the primary job profiles in F&B?

FOOD & BEVERAGE MANAGER



Track 4

HELLO, I'M A **FOOD & BEVERAGE MANAGER**. I **OPERATE** IN LARGE **ESTABLISHMENTS**. AT PRESENT I AM WORKING AT THE **MARRIOTT HOTEL** IN DUBAI.

I'M **RESPONSIBLE FOR** THE SUCCESS OF THE BUSINESS. MY **DUTIES** ARE TO **ORGANIZE, SUPERVISE & CARRY OUT** THE **BUSINESS POLICY** & THE OPERATIONS OF RESTAURANTS, BARS & ALL OTHER **F&B** OUTLETS.

I CAN **HIRE** AND **TRAIN** MY STAFF.

I MUST POSSESS SPECIFIC **KNOWLEDGE, COMPETENCES, SKILLS** OF **PRODUCTION, SERVICE** AND OF **COST & REVENUE CONTROL**.

HELLO Mr GORE. YOU WORK IN **F&B**, **DON'T YOU?** **WHAT DO YOU EXACTLY DO?** **WHERE DO YOU OPERATE?**

WHAT ARE YOU RESPONSIBLE FOR? **WHAT DUTIES DO YOU CARRY OUT?**

WHO HIRES YOUR TEAM?

FINALLY, **WHAT SPECIFIC KNOWLEDGE, COMPETENCES AND SKILLS DO YOU NEED?**

VOCABULARY

2. MATCH numbers & letters.

0. F&B Outlets 00. Punti vendita di ristorazione

1. establishments 2. skills 3. supervise (*sinonimi* = **control/check**) 4. business
 5. policy 6. hire 7. train 8. knowledge 9. competence 10. revenues 11. duties

A. assumere B. conoscenza C. competenza D. ricavi E. azienda F. addestrare G. esercizi commerciali
 H. politica di gestione I. controllare, dirigere L. abilità, capacità M. doveri, mansioni

TAKE IT EASY

3. **READ** the interview with Mr Gore & **COMPLETE** the information file of the F&B manager.

- Mr Gore is a &
- He in large **F&B** establishments.
- He is the **success** of the business.
- His are to, supervise and the business and the operation of,, and all other
- He can and his staff.
- He must specific and of production, and of cost and control.

COMMUNICATION

4. **READ & LISTEN TO** the interview **again**. **ACT** and **RECORD** it. **SWAP** roles.



Track 5

LISTENING

5. Here is the info file about Ms Davies, a Restaurant manager. **COMPLETE** with the translation of the words in brackets. Then **LISTEN & CHECK**.

RESTAURANT MANAGER

- (Lei è un direttore di ristorante).
- Her **duties** are similar, but more (*organizzativi ed operativi*) than the F&B manager's.
- She is **responsible for** the best standard of the (*qualità e servizio del cibo*).
- She **manages** the activities in cooperation (*con la sua squadra*).
- She **monitors** the (*personale*) and the (*clienti*).
- She **schedules** the staff working (*ore*).
- She **checks** the quality of food & service.
- She (*deve possedere specifica conoscenza e abilità*) of food & non-food supplies, setup, food production costs, food and workplace safety and hygiene.



VOCABULARY

6. **MATCH** the words to their definition. Then, **TRANSLATE** the words.

1. to **schedule** 2. to **monitor** 3. **supplies** 4. **setup** 5. **safety** 6. to **manage**

- a condition where there is no danger or risk.
- a particular **arrangement** (*sistemazione / disposizione*) of a place for an event.
- to direct or carry on business.
- to plan that an activity or event happens at a particular time.
- to check regularly.
- stocks of something **available** (*disponibile*) for use.

7. **READ & MATCH** these words in a meaningful way.

1. **manage** 2. **monitor** 3. **supervise** 4. **possess** 5. **production**
 6. **revenue** 7. **schedule** 8. **hire** 9. **food** 10. **knowledge** of
- A. the staff B. safety C. daily activities D. costs E. the business F. the activities G. the skills
 H. control I. food & food supplies J. personnel

PRIMARY PROFILES



BANQUETING & EVENT MANAGER

ENO-GASTRONOMY EXPERT



Track 6

LISTENING

8. WHAT DO THEY DO? LISTEN & FILL IN with the missing information.

The **Banqueting & Event manager** is a glamorous job because you meet all types of people. This is a high profile role as Banqueting is a **1** source of revenue for a business. **He/she** is responsible for the organization and planning of a banquet or **2** **He/she** **3** the **4** from booking to service, including: setting up **5** selection, food preparation, service & cleaning up. **He/she** is also in charge of job interviews, staff hire and **6** **S/he** has the skills & competence to sell *banquets, events, conferences*; schedule reservations, maintain excellent standards of customer **7** and guest satisfaction, monitor staff activity, check the room setup. **He/she must keep up with** new trends and **possess** great communication, leadership and **8** care skills.

Historically, food & wine follow cultural and **9** changes. So, a chef must not only be a skilful **10** but also an expert in the food and wine, history, culture, **11** habits and **12** produce. This collection of skills is commonly known as Enogastronomy. The **Enogastronomy expert** is a specialist in food, wine, cuisine and culture of local communities.

He/she organizes *eno-gastronomy events*, such as food trade **13**, food and wine tasting itineraries.

He/she promotes the typical **14** of a given territory. **He/she must also be able to**:

- manage the F&B Department
- **15** assistance & consulting for restaurants and F&B outlets. **He/she must possess** knowledge of the *food and wine, culture and* **16** of different communities.

READING

9. COMPLETE the following sentences.

1. A Banqueting Manager is responsible for staff **i**..... and **t**..... .
2. An Enogastronomy expert organizes gastronomic **e**..... and promotes typical **p**..... .
3. A Restaurant Manager is in charge of monitoring staff and **c**....., scheduling work **h**....., checking food and service **q**..... .
4. A F&B manager must be able to plan, **o**..... and **m**..... the business policy.

COMMUNICATION

10. ACT OUT an interview with one or more of the professionals introduced before. Then, SWAP roles. Follow the steps of their presentation.

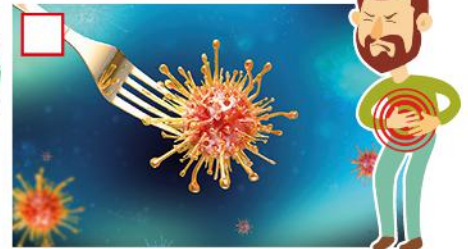
Example: What do you do? • Where do you operate? • What are you responsible for? • What are your specific tasks? • What are your specific competences? • What is the main difference between you and...?

COOL JOBS



LISTENING

11. LISTEN & MATCH the sentences to the photos of 10 cool jobs in the food industry.



12. Now LISTEN again and COMPLETE the sentences. IDENTIFY the correct job (A-J).

- A. Molecular gastronomist** **B. Farmers' markets** **C. Street food chef**
D. Research chef **E. Food lawyer** **F. Food taste taster** **G. Cookbook author**
H. Restaurant publicist **I. Vegan chef** **J. Food stylist**

- All producers are obliged to label **GM** food by law. **E**
- I learnt writing skills at school and my food blog gave publicity for my
- During the course we learnt to prepare made from foods or liquids.
- I went to lots of trade when I did my research for a shelf-stable cheese cream.
- Look! Let's go to that food They make the most delicious "bratwurst" in Berlin!
- Now that we've finished with the poster, we can start designing the menu.
- Sustainability is crucial: I only buy local and food, from food farmers' markets.
- I enjoy using my creative mind to make food look fresh and for my photos.
- I like Sue's job: she controls the taste and of products, but I don't envy her when she works for famous people to ensure their food doesn't contain any
- More and more people want plant based, animal-..... food.

COMMUNICATION

13. **DISCUSS** with a partner.

1. **When** did you decide to build up a career in the F&B industry? 2. **Why** did you choose to attend a culinary course? 3. **What** dishes do you prefer cooking?

VOCABULARY

14. **READ** and **COMPLETE**.

- trade shows • taste • emerging
- trends • healthy • shelf-stable
- safety • food science

1. S.....-..... foods last a long time at room temperature.
2. New e..... food jobs pay great profits.
3. Food s..... is ruled by food law in all countries.
4. Food must be h..... and t..... good.
5. Food t..... s..... present innovative food t.....

15. **WRITE** the correct *cool jobs*.

1. Writing skills and a passion for cooking can start a career as a c.....
a.....
2. People have moved to the countryside to grow their own produce and sell it in a f..... m.....
3. The visual appeal of her dishes show her creativity as a f..... s.....
4. S..... f..... c..... are popularly called 'best kitchens on wheels'.

WRITING

16. **WRITE** dialogues following the guidelines.

Sally chiede a Peter dove compra i pomodori, le patate, la lattuga e le melanzane. Dice che hanno un aspetto molto fresco.

Mamma chiede a papà se può comprare carne e pesce dal grossista.

Mamma risponde che lei compra le verdure al *farmers' market* la domenica mattina perché sono salutari, sono gustose e fresche.

Peter risponde che le compra al *farmers' market* in centro. I contadini coltivano queste verdure nelle loro fattorie.

Papà le chiede se vuole anche delle verdure.

Papà risponde che lei ha ragione e che vuole coltivare un po' di lattuga e pomodori nel giardino dietro casa.

GLI AVVERBI DI MODO DESCRIVONO UN'AZIONE. SI FORMANO: AGGETTIVO QUALIFICATIVO + LY QUICKLY – LOCALLY

MA SE:

1. L'aggettivo termina in **Y**, la **Y** diventa **I** + **LY**:
HAPP **Y** = HAPP **I LY**
2. L'aggettivo termina in **IC** si aggiunge **ALLY**:
HISTOR **IC** = HISTOR **IC ALLY**
3. L'aggettivo termina in **LE, ABLE,**
IBLE la **E** diventa **Y**:
SIMPLE = SIMPLY
PROBABLE = PROBABLY
TERRIBLE = TERRIBLY
4. L'aggettivo termina in **L**, la **L** rimane
USUAL = USUALLY
GENERAL = GENERALLY
SPECIAL = SPECIALLY



AVVERBI DI MODO

TAKE IT EASY

17. **TRANSFORM** these adjectives and nouns into the correct *adverb of manner*.

Example: CLEAR = CLEARLY;
BASIC = BASICALLY

1. CAREFUL =
2. ANGRY =
3. SKILFUL =
4. EASY =
5. SUSTAINABLE =
6. HEALTHY =
7. QUIET =
8. LUCKY =
9. ECONOMIC =
10. LOCAL =



WORD FORMATION
 PERMETTE DI CREARE NUOVE PAROLE ANCHE SENZA L'AIUTO DEL DIZIONARIO, E A COMPRENDERE LA LORO DIVERSA FUNZIONE.

SE SI AGGIUNGE **ER** AL VERBO BASE (SENZA **TO**) SI OTTIENE IL SOSTANTIVO RELATIVO ALLA PERSONA O COSA CHE FA L'AZIONE ESPRESSA DAL VERBO:
 (TO) FARM + ER = FARM**ER**
 (TO) BOIL + ER = BOIL**ER**
 (TO) CATER + ER = CATER**ER**
 (TO) COOK + ER = COOK**ER**

WORD FORMATION

TAKE IT EASY

18. TRANSFORM these **verbs** into **nouns**. Then **TRANSLATE**.

Example: To Travel - Traveller = Viaggiare - Viaggiatore

- | | | |
|----------------|---------------|----------------|
| 1. to organize | 6. to publish | 11. to send |
| 2. to provide | 7. to cater | 12. to explore |
| 3. to train | 8. to link | 13. to write |
| 4. to serve | 9. to employ | 14. to read |
| 5. to trade | 10. to pay | 15. to drive |

THE ONLY WAY TO DO GREAT WORK IS TO LOVE WHAT YOU DO
Steve Jobs

WORD FORMATION

19. WRITE the correct form of the given words.

*Example: Italy is the first **producer** of tomatoes in Europe. **PRODUCE***

- | | |
|--|------------------|
| 1. do a very creative job. | ADVERTISE |
| 2. Bob can speak French very well because he is a native | SPEAK |
| 3. supply food and drinks in restaurants, pubs or events. | CATER |
| 4. When I want to eat some chips I use a | FRY |

20. LOOK at the example and **WRITE** the suitable words for each sentence.

*Example: Brazil produces the best coffee in the world: it is the first **producer**.*

- A person who **organizes** the work of a business is
- Someone who **trains** staff is a
- A person who **provides** goods is a
- A person or company that **caters** for private or public events is a
- Someone who **manages** work activities is a

21. COMPLETE with the correct form of the given words.

*Example: British Nick Ferrari was awarded best **journalist** in 2018. (JOURNAL)*

- The light goes off several times a day, I should call an (ELECTRIC)
- Catering Ross* is a famous Italian food (DISTRIBUTE)
- The tropical island had only one (INHABIT)
- When you need help in a hotel, call the (RECEPTION)
- President Trump is quite an unpopular (POLITICS)
- Tom Cruise is one of the most popular in the world. (ACT)
- The *sous-chef* is the *head chef's* (ASSIST)
- Billy boy is getting too fat, you should take him to a (NUTRITION)

I sostantivi relativi a persone possono anche avere altri suffissi come:

OR, IST, IAN, ANT



PET PRACTICE READING PART 5

22. READ the text below and CHOOSE the correct word for each space.

ICE CREAM TASTER: THE WORLD'S SWEETEST JOB

A man 1. *John Harrison* has worked for a big American ice cream company as its "Official Taste Tester" 2. 1980 until his 3. in 2010. He has tasted an average of sixty ice cream 4. daily. But Harrison did not consume the ice cream, instead he spit it out. According to Harrison, he has 5. a few hundred million gallons (1 U S gallon = about 4 litres) of ice cream. He has contributed to the creation of more than one hundred new ice cream flavours. Harrison's taste buds are so fine and 6. that his employer insured them for \$1million U.S. dollars. That **works out** at \$100 dollars for each taste bud. *Harrison* is the most popular ice cream man in America and a media personality. In 1997, he was awarded **Master Taster** of the year. The job of an **ice cream taster**, also called a *taste master, sensory analyst, or flavourologist*, is evidently to taste-test ice-cream. He is asked to 7. the quality of each flavour on the basis of *texture, colour, smell*, 8., *taste* and other factors. Other taster's tasks include inventing new ice cream flavours and products. A career as ice cream taster can be also 9. An ice cream taster can 10. up to \$100,000 a year in the U.S.A.



- | | | | |
|------------------|----------------|----------------|------------------|
| 1. A. famed | B. claimed | C. named | D. trained |
| 2. A. After | B. During | C. Before | D. Since |
| 3. A. retirement | B. recruitment | C. refinement | D. replacement |
| 4. A. colours | B. flavours | C. savours | D. odours |
| 5. A. pasted | B. basted | C. tasted | D. wasted |
| 6. A. valuable | B. incredible | C. reliable | D. infallible |
| 7. A. possess | B. access | C. address | D. assess |
| 8. A. brilliance | B. fragrance | C. balance | D. appearance |
| 9. A. active | B. lucrative | C. alternative | D. collaborative |
| 10. A. learn | B. yearn | C. earn | D. blear |

PET PRACTICE LISTENING PART 3



23. You will hear some information about street food evolution. FILL IN the missing information for each space.

STREET FOOD HISTORY & FACTS

Number of daily consumers in the world: 1 **people**
 Most popular street food in ancient Greece: 2 **small**
 Most common street food in ancient Rome: **soup with bread**
 First country to have a form of catering: 3 **Ancient**
 Who sold 'atolli': **Aztecs vendors**
 What was 'atolli' made of: **maize dough similar to porridge**
 In the American Colonial period, street vendors sold: **tripe, oysters, roasted corn ears, fruit & sweets**
 When & where French fries were invented: 4 **in the 19th century in**
 First country to legalize street food: 5
 Number of street vendors in Mumbai: **more than a half a million**
 Number of street food consumers in Bangkok: **40% of population**
 Most searched street food on the Internet: 6 **Mexican**



DID YOU KNOW THAT THE WORLD'S FIRST MICHELIN STARRED STREET FOOD CHEF IS BASED IN SINGAPORE? STREET FOOD CHEF IS A REALLY COOL JOB!



SOYA SAUCE CHICKEN & RICE



Singapore street food chef **Chan Hon Meng** has been awarded a **Michelin star** for his humble street stall dish, **Hong Kong Soya Sauce Chicken Rice & Noodle**, an honour usually reserved to fine restaurants. **LEARN MORE & WATCH.**



REAL LIFE TASK

24. REPORT on the topic: **EATING ON THE STREET.**

Pre-Task: Watch the video about *street food chef Chan Hon Meng*.

Task 1: Take notes and write down your opinion on chef Chan's cuisine and other details that caught your attention in the video.

Task 2: Make your personal poster, video or Power Point Presentation about:

- what street food is like in your town or region
- your personal street food experience
- your favourite street food dish. Use colours and add pictures to your work.

Task 3: Report to the class about what you have learnt about *chef Chan*.

Task 4: Show and comment your personal video or Power Point Presentation.

Se un verbo è seguito da **1** o **2** preposizioni o da un **avverbio** il suo **significato originale** cambia ed è definito **verbo frasale, PHRASAL VERB**. Ad esempio,

LOOK = *sembrare, apparire*

LOOK + AT = *guardare* • **LOOK + UP TO** = *guardare con ammirazione*

I **phrasal verbs** sono tanti. Fin qui abbiamo incontrato:

KEEP UP WITH • **BE MADE UP OF** • **CARRY OUT** • **WORK OUT**

RICORDA: i verbi base **Keep – Make – Carry – Work** da soli hanno il **significato originale**.



GRAMMAR

25. MATCH these verbs with their translation.

1. **KEEP** 2. **MAKE** 3. **CARRY** 4. **WORK** 5. **PAY**

- A. fare, costruire B. portare, trasportare C. pagare D. tenere, conservare E. lavorare

PHRASAL VERBS

26. Now, **MATCH** these phrasal verbs with their meanings.

1. **KEEP UP WITH** 2. **BE MADE UP OF** 3. **CARRY OUT**
4. **WORK OUT** 5. **PAY BACK**

- A. essere fatto di / formato da B. restituire, ripagare C. tenersi aggiornati, tenersi al passo
D. calcolare, risolvere E. eseguire, realizzare, portare a termine

WRITING

27. COMPLETE the interviewer's questions with the correct expressions & phrasal verbs.

RECIPE FOR RECOVERY:

a food entrepreneur reveals the secrets of her success.

The economic crisis is biting, but there are inspired food entrepreneurs who work with success in their businesses. Here is the interview with Camilla Stephens, owner of The little Higgidy kitchen.



Interviewer: (Salve Camilla). When did your passion for cooking start?
Camilla: When I was a little girl I liked helping my granny making pies. Then, after school, I worked for a company producing muffins for Starbucks but I left it.
Interviewer: Which project did you want to (realizzare)?
Camilla: I wanted a start-up business of my own, specializing in all kinds of pies.
Interviewer: Did anyone help you to (calcolare il costo della tua azienda)?
Camilla: No, but I knew it would be costly, so two investors helped me.
Interviewer: Did you (dirigere) the business by yourself?
Camilla: No, with the help of my husband and we sold our flat to pay back investors.
Interviewer: (quanti figli hai e da quante persone è formata la tua famiglia ora)?
Camilla: Two children. We are four people in our family. We are growing with our business.
Interviewer: (quanti tipi di tortine produci)?
Camilla: At first, we had two pies. Now, we have 15, sweet and savoury all hand-made.
Interviewer: How can you (stare al passo) the competition.
Camilla: Our meat is British, our eggs are free range, our packaging is recyclable.
Interviewer: Yes, I think your strategy can (tenere il passo con le nuove tendenze alimentari).
Camilla: Thank you. Would you like to taste our Beef, Stilton and Ale pie?

Adapted from: www.higgidy.co.uk

GRAMMAR

28. COMPLETE the sentences with the phrasal verbs in ex. 27.

- The new pub has to the competition for quality and prices.
- The British Isles are Great Britain, Ireland and smaller islands.
- The price of tomatoes at £3.80 per pound.
- Bob is a clever boy he his everyday tasks correctly.
- Jack has me for the ticket I bought yesterday.

COMMUNICATION

29. ASK & ANSWER with a partner about Higgidy business, using the information in the table.

Founded	2003; 15 years ago
Founders	Camilla Stephens, James Footitt
Headquarters	Shoreham-by-Sea, West Sussex, UK
Products	Pies & Quiches
Revenue	£12 M
Number of employees	150
Website	higgidy.co.uk





PRESENT CONTINUOUS si usa per:

1. **AZIONI CHE SI STANNO SVOLGENDO** + *Starbuck's **is advertising** its new frappuccino.*
2. **AZIONI TEMPORANEE** ? ***Are you training** in food & beverage service this year?*
3. **EVENTI FUTURI PIANIFICATI** - ***Josh isn't farming** salmon next year.*
4. **DESCRIVERE IMMAGINI** *In this picture a cook **is making** a pie.*

SIGNAL WORDS: *now, today, nowadays, at the moment, these days, this week...*

GRAMMAR

30. COMPLETE with the **Present Simple** or **Continuous** of the given verbs and **IDENTIFY** the *type of action (1-3)* from the **GRAMMAR box**, like in the example.

SIT • EAT (X2) • TAKE • WORK • PARTICIPATE • NOT LIKE • SELL

My boyfriend Ricky is a food stylist and for the *Diner Journal*, a food magazine that millions of copies all over the world. Next week he () in a national contest of vegan photography, so this week he () loads of photos of vegan dishes. So guess what?! We () just vegan these days and I veggies!

But at the moment I **am sitting** (1) at a pub and I () a gorgeous cheeseburger!



TEACHER AT THE BEGINNING OF THE SCHOOL YEAR



TEACHER AT THE END OF THE SCHOOL YEAR

PET PRACTICE

SPEAKING PART 2

DESCRIBING PICTURES

31. DESCRIBE the picture and what the people **are doing**. **TIME yourself** and **SPEAK** for **1** minute.

USEFUL LANGUAGE:

- In this photo / picture **I can see**
- The people in the photo **are** **ing**
- The man / woman / child **wearing** **is**
- They look / **maybe** they are
- The place in the photo **must / might / could** be
- In the **foreground**, in the **background**, in the **middle** of the photo **there is / are**
- On **the left / right / top / bottom** of the photo
- I **think / imagine** the people are feeling
- It **makes me think about / of**



SENTENCE TRANSFORMATION

32. COMPLETE the second sentence so that it means the same as the first. **USE no more than 3 words.**

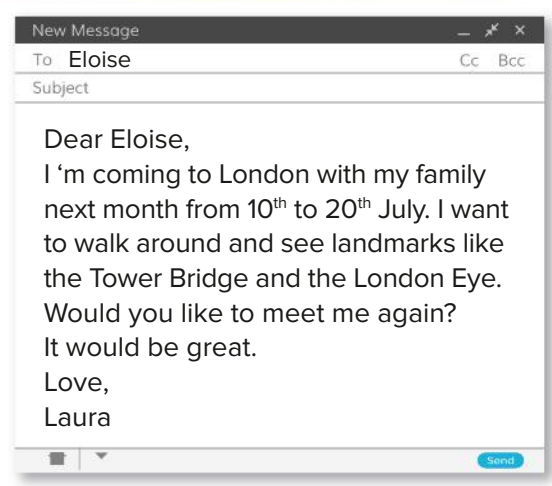
- 0. A cookbook author also takes professional photos.
A cookbook author is also a professional *photographer*.
- 1. *He educates students in vocational subjects.*
He is a vocational
- 2. *Fiorello is famous for entertaining people on TV.*
Fiorello is a famous Italian TV
- 3. *Germany is a leader in cars production.*
Germany is a major car
- 4. *Events often need catering services.*
..... often supply events.
- 5. *This dish has been styled to make it look tasty and fresh.*
The food has arranged this dish.

WRITING

33. READ the email Laura has written to Eloise and **WRITE** Eloise's answer.
WRITE 35-45 words.

You should:

- **thank** Laura for her email
- **express** your pleasure to see Laura again.
- **ask** where you can meet up, and suggest a day.
- **suggest** other things you can do together.



READING

34. READ Laura's email. Then, **ORDER** these paragraphs.

- Warm and friendly goodbye.
- Making a suggestion.
- Information about her visit
- Telling about her plans in London.

35. WRITE (O) for the opening phrases and **(C)** for the closing phrases of an email.

- 1. That's all for now.
- 2. I was so glad to receive your letter.
- 3. I'm writing to tell you about...
- 4. I hope to hear from you soon.
- 5. It was great to hear from you.
- 6. Write soon.
- 7. How are you? How are you doing?
- 8. All the best.
- 9. Hi, Laura,
- 10. Looking forward to your reply.

YOU CAN USE CONTRACTIONS IN INFORMAL PERSONAL EMAILS OR LETTERS, NOT IN FORMAL ONES.





TAKE IT EASY

1. **COMPLETE** the table with the correct number for these **primary job** descriptions.

DUTIES:

1. S/he **supervises** and **carries out** business policy and operations
2. S/he **manages** each step in any special event
3. S/he **organizes** gastronomic events and **provides** assistance.
4. S/he **manages** the restaurant activities, **checks** quality food and service.

RESPONSIBILITIES:

5. S/he is responsible for **hiring** and **training** banquet staff.
6. S/he is responsible for the best standards of food and restaurant service.
7. S/he is responsible for the success of any F&B business.
8. S/he is responsible for the **promotion** of typical products.

KNOWLEDGE:

9. Production, service, cost & revenue. 10. Function **planning** and **organization**.
11. Food quality and service, safety and hygiene. 12. Food and Wine, culinary traditions.

	F&B MANAGER	RESTAURANT MANAGER	ENOGASTRONOMY EXPERT	BANQUETING MANAGER
DUTIES				
RESPONSIBILITIES				
KNOWLEDGE & COMPETENCE				

READING

2. **MATCH** numbers & letters about some **emerging food jobs**.

- | | |
|---|--|
| 1. What does a food taste tester do? | A. Food stylist. |
| 2. Who uses chemistry and physics and why ? | B. The restaurant publicist. |
| 3. Who makes food look tasty and fresh? | C. Molecular gastronomists. They trial food texture. |
| 4. Who develops good brand images of restaurants? | D. He samples food & drink for quality. |

GRAMMAR

3. **COMPLETE** with **adverb of manner**.

1. He was dressed very (*elegant*) with a suit and tie.
2. I (*easy*) found the phone number in the directory.
3. He buys (*local*) and eats (*healthy*).
4. This restaurant has been (*sustainable*) designed.

4. **UNDERLINE** the correct verb form.

1. Food street chefs often **sell / are selling** ready-made foods.
2. The author **signs / is signing** copies of his cookbook now.
3. Today lots of chefs **specialize / are specializing** in vegan food.
4. A food taste tester **samples / is sampling** food and drinks.

5. **REVISE** the unit contents and **TRANSLATE** using the correct **phrasal verb**:

- | | |
|---|--|
| 1. Il F&B manager svolge la politica aziendale e le operazioni di strutture ricettive. | 3. Non è facile calcolare il numero esatto di opportunità di lavoro che offre l'industria della ristorazione. |
| 2. Il banqueting manager deve essere al passo con le nuove tendenze nel catering per eventi. | 4. L'industria dell'ospitalità è composta da 3 aree. |
| | 5. Posso restituirti il denaro domani? |

UNIT 3 ADS & FADS

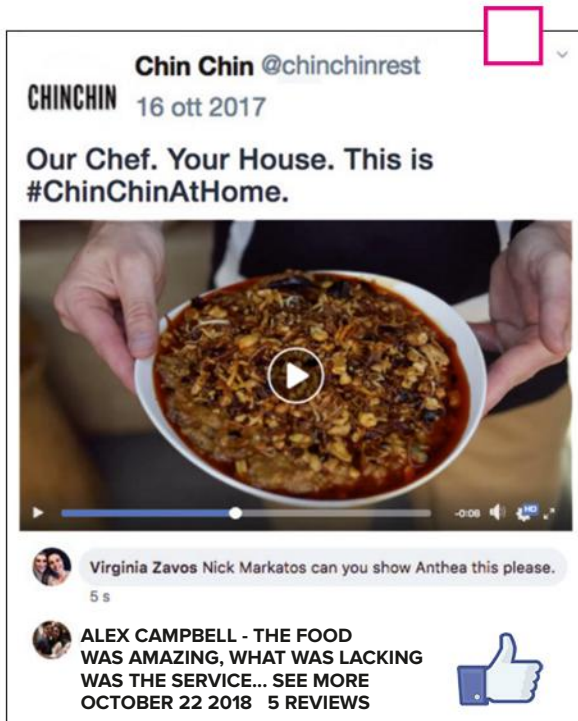
ADS & FADS

Businesses in the food & beverage industry make wide use of **advertising**, in printed form or online. The traditional forms are television, radio, printed magazines, newspapers, flyers (*volantini*), billboards (*cartelloni, manifesti*). New forms are web sites, social media, emails and text messaging. Whatever the form, an **ad**, short for **advertisement** (*annuncio pubblicitario*) promotes F&B establishments and communicates the **feel, the atmosphere** of the business. Here are a few examples.

TAKE IT EASY

1. READ and CHOOSE which media (1-8) these 5 ads use.

- 1. web site
- 2. email
- 3. flyers
- 4. newspaper
- 5. television
- 6. billboard
- 7. magazines
- 8. social media





WORD FORMATION

2. **READ** the word formation *spidergram* of the verb **ADVERTISE** and **MATCH** each derivative word with its correct meaning. Then, **TRANSLATE** them.

1. A business, product, service or person **made known to the public through advertising**.
2. A business, product, service or person **suitable to be advertised**.
3. The business to **persuade people to buy products** or services by making them known.
4. A poster or **announcement** in newspapers, magazines, radio, television or digital media, designed **to attract public attention** on a business or product.
5. Something present on the market **without any** promotion to make it known.
6. A company, person, or organization that **advertises a product or service**.
7. **To attract public attention to** a business, product, service, especially in order to sell it.
8. A business, product, service or person **inadequate to be advertised**.

3. **COMPLETE** with the correct word from the **ADVERTISE spidergram**.

1. Last month Ted's pub was in the newspaper.
2. Igloos are in Italy.
3. If you want to sell something, put an in the local paper.
4. Mr Kerch is a very good wine
5. This product remained for its poor quality.
6. Many companies their products on TV.
7. Almost everything on earth is nowadays.
8. The Coca Cola campaign is always very effective.

5. **SPOT** in the grid as many words as you can from the word formation exercises.

P	U	B	L	I	S	H	M	E	M	T
P	E	M	P	L	O	Y	A	M	P	D
A	A	M	E	N	V	E	L	P	A	E
Y	B	Y	P	A	Y	E	R	L	Y	V
I	V	E	M	L	P	H	E	O	I	E
N	I	P	R	E	O	R	C	Y	N	L
G	A	I	E	R	N	Y	U	E	G	O
U	N	P	A	I	D	T	M	R	E	P
P	A	Y	A	B	L	E	T	E	S	E
P	U	B	L	I	S	H	E	R	N	R
U	N	E	M	P	L	O	Y	E	D	T

4. **LOOK AT** the word formation *spidergram* of the verb **ADVERTISE**. Then, try to make your own word spidergrams for these verbs:

- EMPLOY • PUBLISH**
DEVELOP • PAY



6. **TRANSLATE** this passage.

La **pubblicità** è uno degli strumenti (**tools**) per vendere un prodotto, un servizio o promuovere un'attività. Così i **pubblicitari** lanciano l'azienda sul mercato per pubblicizzarla. Questi esperti **sviluppano** le loro strategie sia in forma stampata che online. Essi **impiegano** il migliore personale per le loro campagne **pubblicitarie** e per **sviluppare annunci** creativi che presentano lo stile, l'atmosfera e le offerte dell'azienda. Anche la **ristorazione** impiega queste tecniche **pubblicitarie** per promuovere la sua immagine sulla base delle nuove tendenze che cambiano con i gusti dei clienti o con l'uso di nuovi ingredienti.

DO YOU KNOW THAT FOOD & DRINKS AREN'T THE ONLY KEY FACTORS IN AN F&B BUSINESS? ANOTHER ONE IS THE **ATMOSPHERE** OF THE PLACE...



I DO. THE **ATMOSPHERE** OF THE PLACE IS IMPORTANT. WE CAN ALSO CALL IT:
FEEL – AMBIENCE – CHARACTER – MOOD

READING

7. **MARK** with the correct number the **feel**, atmosphere each **ad** wants to communicate.
1. This place has a *comfortable, friendly, warm* **character**.
 2. This place has the most *homely & cosiest* **setting** and **feel** you can expect, it's your home.
 3. This place offers a *charming, exotic, oriental* **feel**.
 4. This place has a *cheap, basic, unconventional* **mood**.
 5. This place has an *invigorating and inviting* **feel** delivered by the aroma of its product.
 6. This place enjoys an *intimate, confidential and romantic* **ambience**.
 7. The place combines a *generous offer with an exciting, lively, fanatic – not a good choice of word, perhaps – sporting* **atmosphere**.

WORLD CUP 2018
CARLING
FREE DRINKS DURING ALL SCOTLAND IRELAND AND WALES GAMES

Best **BURGER** and Fries
Number One In Town \$2.99
WE MADE IT FOR YOU BUY ONE AND TAKE ANOTHER FREE

IF YOUR COFFEE ISN'T PERFECT, WE'LL MAKE IT OVER. IF IT'S STILL NOT PERFECT MAKE SURE YOU'RE IN A STARBUCKS.
IT'S NOT JUST COFFEE. IT'S STARBUCKS

Sandpiper Restaurants
Casual Fine Dining Specializing in Steaks, Seafood, Pasta
OUR GUEST HAVE AWARDED US: BEST RESTAURANT, BEST STEAK & SEAFOOD, BEST FINE DINING, BEST DATE PLACE
COME & SEE WHY!
750 Lindsay Blvd
Idaho Falls, ID 83402
Phone: (208) 524-3344
Open 6 days a week
Closed Sundays

Yoshi SUSHI BAR
33 Elm Street • East Aurora • N.Y.

Al's RESTAURANT PIZZERIA & GRILL
DELICIOUS FOOD IN GREAT FAMILY ATMOSPHERE

TELEFOOD
www.telefood.weebly.com
Free Home Delivery
35391782 - 35391783

READING

8. **READ** this ad. **MARK** the statements True (T) or False (F). **CORRECT** the false ones.

- 1. Dodo's never closes during the week. T F
- 2. Fast lunch is served everyday from 12pm to 7pm. T F
- 3. Guests can consume any time wraps at Dodo's Café. T F
- 4. Dodo's Café caters also for vegetarian guests. T F
- 5. Dodo's Café does not provide any facilities for the disabled. T F
- 6. There is a fish option in Dodo's menu. T F
- 7. On Dodo's menu gives useful information for special diets. T F
- 8. Dodo's Café can deliver your orders at home. T F
- 9. Dodo's Café does not offer **halal** food for **Muslim** guests. T F

9. **READ** the menu again and **WRITE** the names under each dish.

COME & ENJOY A RELAXING NIGHT WITH LOVELY FOOD, DRINKS & LIVE MUSIC

DODO'S CAFÉ
FOOD, DRINKS & LIVE MUSIC
 Opening Hours
 12pm to 1am Monday to Saturday • 12pm to 12am Sunday
 113 Baker Street (London) W1U 6RS
 020 3075 1044 to order for delivery

DODO'S FAST LUNCH £ 8,50
ANY WRAP WITH A SOFT DRINK, MINT TEA OR COFFEE
 Between 12pm and 6pm • Monday to Friday

DODO'S WRAPS TO TAKE AWAY OR EAT IN PLEASE NOTE THAT WRAPS ARE NOT AVAILABLE AFTER 6pm	DODO'S DESSERT SELECTION OF 3 DESSERTS £ 12,00
<p style="text-align: center;">All sandwiches are served with salad</p> <p>🌀 Steamed aubergine rolls with mixed salad & red pepper sauce £ 6.00</p> <p>Grilled pork sausage with fried sweet potatoes & onion ring £ 6.50</p> <p>Stewed chicken breast with lemon sauce & mashed potatoes £7.00</p> <p>Roasted lamb shoulder with fresh tomatoes, salad & mint sauce £ 7.95</p>	<p>CHOCOLATE & BANANA TART £ 4.75</p> <p>✳️ EXOTIC TART £ 4.75</p> <p>✳️ MIXED BERRY TART £ 4.75</p> <p>✳️ CHOCOLATE MOUSSE £ 4.75</p> <p>✳️ APPLE TART £ 4.75</p> <p>✳️ MIXED PASTRIES £ 4.75</p> <p>🍷 CREPES SUZETTES £ 4.75</p>
<p>HALAL CHICKEN</p>	<p>🌀 SUITABLE FOR VEGETARIAN</p> <p>🍷 CONTAINS ALCOHOL</p> <p>✳️ CONTAINS NUTS</p>

Baby changing • Wheel chair Access • Outdoor Space



.....

.....



.....

.....

PET PRACTICE

LISTENING PART 2



Track 9

10. **LISTEN TO** a dialogue between Bob and Josh who are making plans for their evening. For each question **CHOOSE** the correct answer **A, B, or C**.
- Bob is showing a to Josh.**
 - menu
 - magazine
 - poster
 - Who has already been to the café?**
 - Bob's brother.
 - Josh's brother.
 - Josh's girlfriend.
 - They are planning to go there**
 - Tonight
 - On Saturday
 - Tomorrow
 - Bob didn't remember that Josh:**
 - has become a vegetarian.
 - is allergic to nuts.
 - doesn't like desserts.
 - is allergic to nuts.**
 - Josh
 - Barbara
 - Nadeen
 - Why is this a good place for Nadeen?**
 - Because she likes DJ music.
 - Because they have food for Muslims.
 - Because she has a crush on Bob.

COMMUNICATION

11. **COMPLETE** the dialogue between two friends with the translation of the expressions in brackets.

- How about going for good food and some music tonight?** A. (*Bella idea!*) **Where shall we go?**
- (*C'è un nuovo pub qui vicino*).
- They gave me the leaflet in the tube.** B. **How do you know about it?**
- (*Non è costoso e ha una scelta di piatti per diverse esigenze*).
- Don't worry about that. They mark the dishes containing nuts with a symbol.** C. (*Fantastico! Abbiamo le informazioni su menu e prezzi*).
- (*Vediamoci alle otto. Che ne dici di andare con la mia auto?*).
- That's fine. See you at eight!** D. **That's it. You know I'm a vegetarian and I'm allergic to nuts.**
- (*Perfetto. Allora a che ora ci vediamo?*).
- That's fine. See you at eight!** E. (*Perfetto. Allora a che ora ci vediamo?*).
- That's fine. See you at eight!** F. **That's fine. See you at eight!**

12. **HOW TO SUGGEST? READ** the note & make these suggestions.

- Suggerisci di andare a piedi al pub **piuttosto che** (*rather than*) andarci in auto.
- Suggerisci di restare a casa e ordinare una pizza online **piuttosto che** andare al ristorante.
- Suggerisci di festeggiare il suo compleanno in un pub con giardino esterno **piuttosto che** a casa.
- Suggerisci di scegliere un posto romantico ed elegante per il suo primo appuntamento con Jane.
- Suggerisci di ordinare un petto di pollo in umido **piuttosto che** delle salsicce di maiale alla griglia.
- Chiedi se vogliamo provare gli involtini di melanzane al vapore **piuttosto che** la spalla di agnello al forno.



SI SUGGERISCE USANDO:

HOW/WHAT ABOUT + ING
How about going for a walk?

HOW/WHAT ABOUT + nome
How about a pizza?

WHY DON'T WE/YOU + VERBO BASE
Why don't we have an aperitif?

WHY NOT + VERBO BASE
Why not start with an appetizer?

LET'S + VERBO BASE SE SIAMO COINVOLTI NELLA COSA SUGGERITA
Let's invite Tom to the party

SHALL I/ WE + VERBO BASE
Shall I call back later?



HELLO! DO YOU LIKE
THE **SETUP**
I HAVE ARRANGED
FOR TODAY'S
BIRTHDAY BUFFET?



A SPECIAL PLACE FOR YOUR SPECIAL DAY

The **Ritz-Carlton, Westchester** offers unique, elegant event halls for weddings, conferences or other special occasions. We'll work with you to create a truly memorable event with exceptional attention to detail and a wide variety of creative menus. Pamper your guests and your family at our award winning Spa. We also offer a spacious Spa Suite for private parties.

Call 914.467.5820 for details



Track 10

READING

13. READ & REORDER the dialogue between Mrs Ford and the *Event manager* to make arrangements for her daughter's coming of age party. Then **LISTEN & CHECK**.

- **Event M.:** Now, **how many** guests are there?
- **Guest:** That's for the 1st of May. Is there a hall available on that date?
- **Event M.:** Welcome to the Ritz-Carlton Event facilities Mrs Ford. How can I help you?
- **Guest:** Hello, Mrs Taylor. We want to celebrate our daughter's coming of age here.
- **Event M.:** Lovely Mrs Ford. **What date is it for?**
- **Guest:** Just flower decorations. She loves pink and yellow roses. Lots of them all around.
- **Event M.:** Sure. Thank you. I'll call you in a couple of days for the contract and payment.
- **Guest:** Thank God!
- **Event M.:** Jolly good. **What about** the birthday cake?
- **Guest:** Well, a hundred altogether.
- **Event M.:** Fine, Mrs Ford. **Do you have any** special requests?
- **Guest:** I think a standing buffet party is ideal for young people, don't you?
- **Event M.:** Fine. I'll show you a sample setup I have arranged today. **Will you follow** me?
- **Guest:** Sure... It's wonderful. I'd like something like that for my girl too.
- **Event M.:** Fine. Then, **what kind of** service do you prefer, seated or standing?
- **Guest:** Yes please. Tell your chef to make a huge strawberry and whipped cream cake.
- **Event M.:** It's quite short notice. But yesterday we received a cancellation exactly for that date.

FLIPPED
classroom

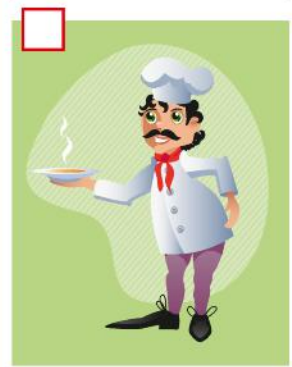


Video
How to make a promotional leaflet

14. WATCH the video to learn how to create an advertising leaflet for F&B establishments. **TAKE NOTE** of the steps and the info you need to make a successful promotional flyer.

15. LISTEN to these *catchy phrases (frasi d'effetto)* to advertise F&B establishments & **MATCH** the sentences to the photos.

Track 11



16. LISTEN again & **COMPLETE**. Then, **IDENTIFY** the correct F&B outlet (A-H).

- | | |
|------------------------------------|--|
| A. THEME/CONCEPT RESTAURANT | 1. Who eats <i>pizza</i> never dies E |
| B. QUICK SERVICE RESTAURANT | 2. is better |
| C. ETHNIC RESTAURANT | 3. As teaches us |
| D. SPECIALITY RESTAURANT | 4. The or nothing |
| E. PIZZERIA | 5. Eat well and less |
| F. HEALTHY RESTAURANT | 6. True flavour |
| G. CASUAL/FAMILY RESTAURANT | 7. The of soup |
| H. FINE DINING RESTAURANT | 8. We don't with food |

17. READ these *catchy phrases* and **DECIDE** which F&B outlet (A-H) they are most suitable for. Then, with a partner, **PRACTICE** suggesting the right phrases like in the example:

A: *How about using phrase 8 to advertise / promote a pizzeria?*
B: *Yes, I agree. I think it's perfect / No, I disagree. I think phrase 8 is more suitable for a quick service restaurant.*

- | | | |
|----------------------------|-----------------------------|----------------------------------|
| 1. Home-made pasta. | 8. Speedy pizza. | 16. This is a luxury restaurant! |
| 2. We love it spicy. | 9. Taxi food. | 17. Fish & cheap. |
| 3. Food'n Roll. | 10. The chicken house. | 18. Let's meat! |
| 4. Made with flour. | 11. Like Mom's house. | 19. Listen to your palate. |
| 5. The flavours of nature. | 12. Already ready. | 20. Big food little money. |
| 6. Pizza with double zed. | 13. The light diet food. | 21. From the farm to the pan. |
| 7. Expensive but the best. | 14. The good taste of food. | 22. Pizza... what else? |
| | 15. Made in Italy. | |

REAL LIFE TASK **18. CREATE A PROMOTIONAL LEAFLET.**

Pre-Task: **WATCH** the video *How To Make A Promotional Leaflet* again and **READ** Dodo's Café ad again.

Task **1:** **Choose** an F&B operation and invent a *name, a location, address and phone number.*

Task **2:** On a word document (or on a poster or Power Point Presentation), **write** these and all the necessary **info** about: *opening times, closing day, address, phone number.*

Task **3:** **Use** some of the *catchy phrases* in ex. **16** and **17** (or others you might invent) and **describe** the **atmosphere** and **mood** of your outlet.

Task **4:** **Include** *sample dishes and specialities* with photos.

Task **5:** **Show** your leaflet to the class.

PET PRACTICE**SPEAKING PART 2**

DESCRIBING PICTURES

19. DESCRIBE the picture, where people are and what they *are doing*. **TIME** yourself and **SPEAK** for **2-3** minutes.

USEFUL LANGUAGE:

- In this photo / picture ***I can see...***
- I think they are in...
- The place ***must / might / could*** be...
- On the ground floor ***I can see...***
- On the first floor there is/are...
- In the ***foreground***, in the ***background***, in the ***middle***, on ***the left / right / top / bottom*** of the photo...
- ***I think / imagine*** the people are feeling...
- This photo ***makes me think about / of ...***



PET PRACTICE READING PART 1

20. READ and MARK the correct letter A, B, or C.



1

- A. The woman says that she likes travelling.
- B. The woman is flying to a place where food is special.
- C. The thing the woman really likes about air travelling is food.

- A. Just pay one and get two.
- B. Show you are part of the club and get one free.
- C. Buy one and get 2 free toppings.

Get your **FREE** Hot Dog!

Buy One Get One **FREE**



Applegate

Message from Applegate Kitchens:

Thanks for joining! Buy one Hot Dog and get one **FREE**, up to 2 toppings. Just show this text.

2

GET PAID TO TRAVEL...

3

WORK ON A CRUISE SHIP



- A. If you want to work on a cruise ship, you have to pay.
- B. When you work on a cruise ship you can travel and get paid.
- C. You can't travel on a cruise ship if you don't work.

- A. This kitchen operates full day on Wednesday.
- B. This kitchen is closed everyday of the week.
- C. This kitchen operates only half day a week.

4

WELCOME TO OUR KITCHEN



OPERATING HOURS

MONDAY:	CLOSED
TUESDAY:	NO SERVICE
WEDNESDAY:	HALF DAY
THURSDAY:	OUT SHOPPING
FRIDAY:	DAY OFF
SATURDAY:	EAT OUT
SUNDAY:	DAY OF REST



It's A Subway Car, Not A Dining Car

It may be take-out, but please, don't eat here.

5

- A. Eating is not permitted on subway trains.
- B. You can't take food on subways.
- C. The dining car is closed.



TAKE IT EASY

1. MATCH English and Italian.

- | | | |
|--------------------------|-------------------------------------|-----------|
| 1. web site | A. atmosfera = | 10 |
| 2. television | B. posta elettronica = | |
| 3. email | C. sito internet = | |
| 4. billboard | D. annuncio pubblicitario = | |
| 5. flyer | E. quotidiano = | |
| 6. magazine | F. mezzi di comunicazione sociali = | |
| 7. newspaper | G. volantino = | |
| 8. social media | H. opuscolo = | |
| 9. advertisement | I. televisione = | |
| 10. atmosphere | J. campagna pubblicitaria = | |
| 11. fad | K. rivista = | |
| 12. catchy phrase | L. moda passeggera = | |
| 13. leaflet | M. frase ad effetto = | |
| 14. advertising campaign | N. cartellone = | |

WORD FORMATION

2. CHOOSE the correct option.

- If you want to sell your restaurant, why don't you **advertise** it on the internet?
a. noun b. adjective c. verb d. adverb
- There are **advertisements** for that job in all local newspapers.
a. noun b. adjective c. verb d. adverb
- She has worked for lots of **advertising** campaigns.
a. noun b. adjective c. verb d. adverb
- The Tuscany region is the best **producer** of CHIANTI wine.
a. noun b. adjective c. verb d. adverb
- Canteen facilities and services became **operational** in the 1950s.
a. noun b. adjective c. verb d. adverb
- The staff were divided into **organizationally** separate groups.
a. noun b. adjective c. verb d. adverb
- That company **caters** for public institutions only.
a. noun b. adjective c. verb d. adverb
- They worked together **productively** for ten years.
a. noun b. adjective c. verb d. adverb



3. REVISE the unit contents and **TRANSLATE** these **catchy phrases**.

- Sapori della natura.
- Pizza... che altro?
- Fatto in Grecia.
- Caro, ma il migliore.
- La casa delle uova.
- Ascolta il tuo palato.
- Il buon sapore del cibo.
- Dolci fatti in casa.
- Già pronto.
- Dalla fattoria alla pentola.



GLOSSARY

UNIT 1 THE SERVICE INDUSTRIES

HOSPITALITY

accommodation alloggio
broad ampio
business affari /azienda
century secolo
customer cliente
develop sviluppare
development sviluppo
dominating dominante
dub soprannominare
employ dare impiego, assumere
employer datore di lavoro
employment occupazione
entertainment intrattenimento
goods merci
grow (*grew-grown*) crescere
hotelier albergatore
industry industria
inn locanda
key driver fattore chiave
leisure tempo libero
need (*n, v*) bisogno, aver bisogno di
pilgrim pellegrino
pilgrimage pellegrinaggio
produce produrre
provide fornire
provider fornitore
satisfaction soddisfazione
service servizio
spa località termale
support (*n, v*) sostegno, sostenere
travel (*n, v*) viaggio, viaggiare
travel agency agenzia di viaggio
traveller viaggiatore
umbrella ombrello
wide range vasta gamma

CATERING SECTORS

accommodation alloggio
affordable conveniente, a buon mercato
aim scopo
amusement divertimento
ancillary ausiliario, secondario
atmosphere atmosfera
automated automatizzato
avoid evitare
balance (*n, v*) equilibrio, bilanciare
brand marca, marchio

brasserie birreria
canteen mensa
casual informale
chain catena
classify classificare
commercial commercial
concept idea, concezione
consumer consumatore
cost (*n, v*) costo, costare
cuisine cucina, stile culinario
elsewhere altrove
ethnic etnico (pertinente ad una cultura specifica)
factory fabbrica
fast veloce
field campo
fine dining cucina raffinata, di qualità
franchise franchising
full complete, pieno
fusion fusione, unione
healthy sano, salutare
interior arredamento d'interni
kind tipo, specie
lounge salotto, salottino
main principale
market mercato
motorway autostrada
one-plate item piatto unico
operation attività
outlet punto vendita
outside fuori, esterno
pop up spuntare, saltar fuori
profit profitto
purchase (*n, v*) acquisto, acquistare
quick veloce
revenue ricavo, fatturato
satisfaction soddisfazione
stall bancarella
street vendor venditore ambulante
supplier fornitore
supply (*n, v*) fornitura, fornire
supporting (*adj*) di sostegno
take away (*n, v*) cibo da asporto, portare via
temporary temporaneo
theme tema, filo conduttore
typical tipico
unusual insolito
vending machine distributore automatico
welcome (*n, v*) accoglienza, accogliere
welfare benessere / sussidi pubblici, assistenziali
well known conosciuto, noto

CONTRACT CATERING

(air) plane aereo
canteen mensa
cater (for) fornire cibi e bevande
caterer fornitore di cibi e bevande
education istruzione
elderly home casa per anziani
facility struttura
first rate di prima classe
health care assistenza sanitaria
inside interno
meal pasto
nursery home asilo nido
off the premises fuori dai locali / in sede
on the premises nei locali / fuori sede
outside esterno
place luogo
ship nave
train treno
wheel ruota
widespread diffuso
workplace luogo di lavoro

TRAVEL CATERING

accessible accessibile
comfortable comodo
cruise liner nave da crociera
delivery consegna
enhance potenziare, migliorare
focus (n, v) fulcro, focalizzarsi
incentive incentivo, stimolo
in-flight in volo
insulated termicamente isolato
itinerary itinerario
key driver fattore chiave
leisure tempo libero
need esigenza
on board a bordo
railway ferrovia
scheduled programmato, previsto
sea mare
starred chef chef stellato
terminal stazione, capolinea
tray vassoio
trolley carrello

UNIT 2 FOOD SERVICE JOB

PRIMARY PROFILES

baker panettiere
bartender barista / barman
business azienda, impresa
carry out svolgere, portare a termine
check controllare
clean up sistemare, riordinare
competence competenza
cook (n, v) cuoco, cucinare
customer care cura del cliente
duty compito, mansione
enogastronomy enogastronomia
establishment locale, esercizio
event evento
expert esperto
glamorous affascinante
hire assumere
hygiene igiene
in charge of incaricato di
interview (n, v) intervista / colloquio di lavoro, intervistare
keep up with tenere il passo
knowledge conoscenza
leadership capacità di comando
manage gestire, dirigere, riuscire
monitor monitorare, controllare
organize organizzare
outlet punto vendita
pastry artist pasticciere
plan (n, v) piano, pianificare
planning pianificazione

possess possedere
profile profilo professionale
reservation prenotazione
responsible responsabile
revenue ricavo, guadagno
safety sicurezza
schedule (n, v) piano, pianificare
selection scelta
setup disposizione
show (n, v) mostra / esibizione, mostrare
skill abilità, capacità
source fonte
standard livello
step passo
supervise sovrintendere, sorvegliare
trade commercio
train formare, addestrare
waiter cameriere

COOL JOBS

ad, advertisement annuncio pubblicitario
aesthetic appeal attrattiva estetica
allergy allergia
animal-free senza animali
arrange sistemare
author autore
balloon palloncino, sfera
boiler bollitore
brand marchio

caramel caramello
career carriera
cart carretto
caterer ristoratore
caviar caviale
chemistry chimica
cookbook ricettario
cooker fornello
cool jobs professioni interessanti
culinary culinario
design progettare
emerging jobs professioni emergenti
farmer agricoltore
farmer's market mercato di agricoltori
flavour aroma, gusto
flavourologist esperto in aromi
foam spuma
food science scienza dell'alimentazione
gastronomist gastronomo
genetically modified geneticamente modificato
goal obiettivo
gourmet buongustaio
health salute
healthy sano, salutare
ice-cream gelato
kiosk chiosco
lawyer avvocato
local (adj) locale, del posto
look(n, v) aspetto, apparire
manufacturer fabbricante
molecular molecolare
noodles tagliatelle
pearl perla
physical science scienze fisiche
physics fisica
plant-based a base di vegetali
poison (n, v) veleno, avvelenare
powder polvere
print (n, v) stampa, stampare
promotional promozionale
provider fornitore
publicist promotore pubblicitario
raspberry lampone
raw crudo

recipe ricetta di cucina
research ricerca
rice riso
safety sicurezza
sample (n, v) campione, assaggiare
scientist scienziato
sensory analysis analisi sensoriale
shelf-stable a lunga durata
smell (n, v) odore, odorare
spit out sputare
stall bancarella
strawberry fragola
street food cibo da strada
stylist stilista
supplement integratore
sustainable sostenibile
taste bud papilla gustativa
taste tester assaggiatore
taste gusto
tasty gustoso
texture consistenza
theme tema
trade shows fiere
train formare
trend moda, tendenza
trick furgone
vegan vegano
worker's rights diritti dei lavoratori

VERBS & PHRASAL VERBS

carry portare, trasportare
carry out eseguire, realizzare
keep tenere, conservare
keep up with tenersi al passo
make creare, costruire
be made up of essere costituito da
pay pagare
pay back restituire
work lavorare
work out calcolare

UNIT 3 ADS & FADS

ad, advert, advertisement annuncio pubblicitario
advertise pubblicizzare
ambience ambiente, atmosfera
announcement annuncio
atmosphere atmosfera
billboard cartellone
charming affascinante
comfortable comodo
fad moda, capriccio
flyer volantino
friendly socievole

live (adj) vivo, dal vivo
lively vivace
magazine rivista
mood umore, stato d'animo
Muslim mussulmano
newspaper quotidiano
plain semplice
promote promuovere
suitable adatto
unconventional non convenzionale
wheel chair sedia a rotelle