

## Amazon enters UK grocery shopping market

16th November, 2015



The online shopping giant Amazon has entered the grocery delivery business in the UK. Its new service is called Amazon Pantry. A traditional pantry is a small room or cupboard in a house

where people put food, plates and cutlery. The new service will provide customers with a next-day delivery service of groceries. It will mean there will be a lot of competition for the UK's traditional supermarkets. Amazon Pantry customers will be able to select from more than 4,000 goods ranging from food and drinks to health and beauty products. Customers will not be able to buy fresh fruit and vegetables yet. A new service called Amazon Fresh is in the planning stage and will be available later.

UK shoppers may not be all rushing to use Amazon's new grocery delivery service. There is a charge. All customers must already be members of Amazon's express delivery service Amazon Prime, which costs \$120 a year. They will also have to pay a delivery charge of \$4.50 for the first 20kg of shopping. Amazon Pantry spokeswoman Helene Parthenay said she thought people would like the convenience of the service. She said it would, "take the heavy lifting out of replenishing the basics and store cupboard essentials that people need every day." She added: "We are always looking to innovate on behalf of our customers and find ways to save them time and money."

Sources: *DailyRecord / Independent / nysePost*

## Writing

What are the good and bad things about online shopping? Do you like it? Why?

## Chat

Talk about these words from the article.

*online / shopping / giant / traditional / customers / delivery / beauty products / fresh / grocery / members / express / charge / convenience / basics / essentials / save money*

## True / False

- Amazon's new delivery service is called Deliver. T / F
- A pantry is a small room where people keep their food and plates. T / F
- Amazon's new service will offer same-day delivery. T / F
- Customers will be able to order from 4,000 different beauty products. T / F
- The article says UK shoppers will be rushing to use the service. T / F
- It costs \$4.50 to have a 20kg box of groceries delivered. T / F
- Amazon's new service will mean people have to do less heavy lifting. T / F
- Amazon said it is always looking for ways to make more money. T / F

## Synonym Match

- |                 |                  |
|-----------------|------------------|
| 1. entered      | a. hurrying      |
| 2. traditional  | b. supply        |
| 3. provide      | c. ready for use |
| 4. select       | d. refilling     |
| 5. available    | e. joined        |
| 6. rushing      | f. fee           |
| 7. charge       | g. ease of use   |
| 8. convenience  | h. customary     |
| 9. replenishing | i. original      |
| 10. innovative  | j. choose        |

## Discussion – Student A

- What do you think of the charges for Amazon Pantry?
- What grocery items might it be better to buy online?
- What are the good and bad things about grocery shopping?
- How convenient do you think Amazon Pantry might be?
- How could real grocery stores be better?
- Is grocery shopping too difficult and too heavy?
- How could stores save customers more money?
- What questions would you like to ask the boss of Amazon?

## Phrase Match

- |   |                            |
|---|----------------------------|
| 1. The online shopping                    | a. and cutlery             |
| 2. where people put food, plates          | b. time and money          |
| 3. select from                            | c. need every day          |
| 4. ranging from food and drinks to health | d. stage                   |
| 5. Amazon Fresh is in the planning        | e. behalf of our customers |
| 6. Amazon's express                       | f. more than 4,000 goods   |
| 7. pay a delivery                         | g. and beauty products     |
| 8. essentials that people                 | h. charge of \$4.50        |
| 9. innovate on                            | i. delivery service        |
| 10. find ways to save them                | j. giant Amazon            |

## Discussion – Student B

- What do you think of grocery shopping?
- Do you have any grocery shopping habits?
- What is your favourite grocery store, and why?
- What do you think of shopping online for groceries?
- Which is better, going to a grocery store, or shopping online?
- Would you use Amazon Pantry?
- Would you buy fresh fruit and vegetables from Amazon?
- Is Amazon taking over the world of shopping?

## Spelling

- The online shopping gatin
- food, plates and lryutec
- a lot of tocoimtienp
- the UK's ilaodtatnri supermarkets
- health and yuateb products
- aevlaabli later
- shoppers may not be all sgruinh
- speexsr delivery
- people would like the nevcecieonn of the service
- store cupboard tneassiels
- We are always looking to nineoavt
- on albehf of our customers

### Answers – Synonym Match

1. e	2. h	3. b	4. j	5. c
6. a	7. f	8. g	9. d	10. i

## Role Play

### Role A – Toothpaste

You think toothpaste is the most important grocery item. Tell the others three reasons why. Tell them why their things are unnecessary. Also, tell the others which is the least important of these (and why): chocolate, fruit or bread.

### Role B – Chocolate

You think chocolate is the most important grocery item. Tell the others three reasons why. Tell them why their things are unnecessary. Also, tell the others which is the least important of these (and why): toothpaste, fruit or bread.

### Role C – Fruit

You think fruit is the most important grocery item. Tell the others three reasons why. Tell them why their things are unnecessary. Also, tell the others which is the least important of these (and why): chocolate, toothpaste or bread.

### Role D – Bread

You think bread is the most important grocery item. Tell the others three reasons why. Tell them why their things are unnecessary. Also, tell the others which is the least important of these (and why): chocolate, fruit or toothpaste.

## Speaking – Basics

Rank these grocery basics with your partner. Put the most important at the top. Change partners often and share your rankings.

- |              |                  |
|--------------|------------------|
| • toothpaste | • water          |
| • chocolate  | • washing powder |
| • milk       | • fruit          |
| • bread      | • coffee         |

### Answers – True False

a	F	b	T	c	F	d	F	e	F	f	T	g	T	h	F
---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---

Answers to Phrase Match and Spelling are in the text.