

'Nutella riots' in France after 70% price cut

28th January, 2018



There have been crazy scenes in supermarkets across France. Shoppers have been fighting and punching each other to buy jars of the hazelnut spread Nutella. A nationwide chain of supermarkets cut the price of it by 70 per cent. The

supermarket

Intermarché launched a promotion on 950-gram jars of the sweet treat on January 25. The cost was slashed from €4.50 to €1.41. Long queues formed outside stores, but shoppers lost their cool in the aisles. A witness at one store described the chaos. She told French media: "They fought like animals. A woman had her hair pulled, an elderly lady had a cardboard box put on her head, and another woman had a bloody hand. It was terrible."

The maker of Nutella is an Italian company called Ferrero. It said it had nothing to do with the discount. It tweeted: "The decision for the promotion was taken [only] by Intermarché." It added: "We condemn the consequences of this operation, which created confusion and disappointment among customers." The supermarket has not commented on this story. An employee said: "It was crazy. It seemed like it was the first day of sales. People just rushed in, shoving everyone and breaking things." He added: "It was like a riot. We nearly called the police." A tweeter explained how important Nutella is in France. She said: "French people eat it by the spoonful. I had it on toast for breakfast as a child."

Sources: euronews.com / thelocal.fr / nytimes.com

Writing

There is never any need to fight for food. Discuss.

Chat

Talk about these words from the article.

crazy / supermarkets / shoppers / fighting / punching / sweet / treat / aisles / media / Italian / discount / operation / confusion / riot / police / important / spoonful / toast

True / False

- Shoppers in France punched each other to buy cheap Nutella. T / F
- All supermarkets in France cut the price of Nutella by 70%. T / F
- The discount was on all sizes of Nutella jars. T / F
- A witness said a woman had a bloody mouth. T / F
- The manufacturer of Nutella is from Italy. T / F
- The supermarket boss gave a long statement about the "Nutella riots". T / F
- A supermarket worker didn't call the police. T / F
- A tweeter said French people eat Nutella using spoons. T / F

Synonym Match

(The words in **bold** are from the news article.)

- | | |
|------------------------|-----------------|
| 1. crazy | a. appeared |
| 2. launched | b. disorder |
| 3. queues | c. almost |
| 4. chaos | d. manufacturer |
| 5. terrible | e. started |
| 6. maker | f. pushing |
| 7. consequences | g. mad |
| 8. seemed | h. results |
| 9. shoving | i. horrible |
| 10. nearly | j. lines |

Discussion – Student A

- What do you think about what you read?
- How important are discounts to you?
- Why do you think the supermarket hasn't commented?
- Do you like going to sales?
- What is the best way to eat Nutella and other spreads?
- What are important foods in your country?
- What did you have for breakfast as a child?
- What questions would you like to ask the supermarket boss?

Breaking News English - The Mini Lesson

Phrase Match

1. There have been crazy
 2. Shoppers have been fighting and
 3. A nationwide
 4. shoppers lost their
 5. another woman had a bloody
 6. It said it had nothing to
 7. disappointment among
 8. The supermarket has not
 9. it was the first
 10. French people eat it
- a. chain of supermarkets
 - b. commented on this story
 - c. cool in the aisles
 - d. customers
 - e. punching each other
 - f. day of sales
 - g. scenes in supermarkets
 - h. by the spoonful
 - i. hand
 - j. do with the discount

Discussion – Student B

- a) What do you know about Nutella?
- b) Have you ever seen anything crazy in a supermarket?
- c) What's your favourite supermarket, and why?
- d) Do you like sweet spreads?
- e) What would you do to buy food at a 70% discount?
- f) When was the last time you lost your cool?
- g) What advice do you have for fighting shoppers?
- h) What's the biggest discount you've ever had?

Spelling

1. crazy sneecs in supermarkets
2. jars of the hazelnut rpsdae Nutella
3. A nationwide hicna of supermarkets
4. shoppers lost their cool in the sleisa
5. an elyerld lady
6. It was ebirretl
7. with the uointsdc
8. The dcoisien for the promotion
9. the consequences of this otaeropin
10. created osonuficn
11. isvghno everyone
12. enldxaibe how important Nutella is

Answers – Synonym Match

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

Role Play

Role A – Salad

You think salad is the best breakfast. Tell the others three reasons why. Tell them what is wrong with their things. Also, tell the others which is the worst of these (and why): toast, eggs or cereal.

Role B – Toast

You think toast is the best breakfast. Tell the others three reasons why. Tell them what is wrong with their things. Also, tell the others which is the worst of these (and why): salad, eggs or cereal.

Role C – Eggs

You think an egg is the best breakfast. Tell the others three reasons why. Tell them what is wrong with their things. Also, tell the others which is the worst of these (and why): toast, salad or cereal.

Role D – Cereal

You think cereal is the best breakfast. Tell the others three reasons why. Tell them what is wrong with their things. Also, tell the others which is the worst of these (and why): toast, eggs or salad.

Speaking – Breakfast

Rank these with your partner. Put the best things to eat for breakfast at the top. Change partners often and share your rankings.

- eggs
- cereal
- pancakes
- muesli
- salad
- fish
- toast
- rice

Answers – True False

a	T	b	F	c	F	d	F	e	T	f	F	g	T	h	T
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Answers to Phrase Match and Spelling are in the text.