

**ACCIDENTALLY WENT  
GROCERY SHOPPING  
ON AN EMPTY  
STOMACH AND  
NOW I'M THE  
PROUD OWNER OF  
AISLE 5.**

**SHOPPING  
IS THE BEST  
MEDICINE.**

“  
I've been  
shopping  
all my life  
and I still  
have  
nothing  
to wear  
”

- Every woman ever



<https://quizlet.com/286236451/video-shopping-advanced-flash-cards/>

### **Exercise 1**

#### **Read the text**

Amazon just unveiled what it describes as the world's most advanced shopping technology. It is the prime feature of its new-concept grocery store that has no queues or checkout counters. It is called Amazon Go and is being trialed in the company's hometown of Seattle.

The technology works via an app on a shopper's mobile device. The app automatically checks in when the shopper enters the store. It lets you shop as normal and then scans what you have bought as you leave the store.

Amazon then bills you later and the shopping gets charged to your Amazon account. There is no waiting in line, no cashiers, and no being held up by slow customers, credit card transactions or waiting for change.

Amazon Go may revolutionize the high street shopping experience and provide a much-needed boost for brick-and-mortar stores. The grocery and convenience store markets are extremely tough nuts to crack. Profit margins are low and competition is intense.

However, Amazon seems confident it can change people's shopping habits. Rumors are that the online retail giant has plans for 2,000 grocery stores across the USA. It could also get involved in selling the software for its shopping technology to retailers worldwide.

Industry analyst Colin Sebastian suggested Amazon Go could challenge Internet shopping. He said: "It makes it just as convenient, if not more convenient, than online shopping in some cases."

## **Exercise 2**

### **Answer the questions**

1. Amazon has just shown off the most advanced technology store. a) True b) False
2. The new store is being tested in New York and Los Angeles. a) True b) False
3. An app calculates a shopper's bill as they leave the store. a) True b) False
4. People at the store do not need to wait for change. a) True b) False
5. Amazon could open 2,000 grocery stores across the USA. a) True b) False
6. An analyst said the store could be more convenient than shopping online. a) True b) False

## **Exercise 3**

### **Watch the video**

<https://breakingnewsenglish.com/1612/161207-grocery-store.html>

## Exercise 4

Match the following synonyms from the article.

1. unveiled
2. prime
3. trialled
4. charged
5. held up
6. boost
7. extremely
8. confident
9. convenient

- a. billed
- b. assured
- c. revealed
- d. very
- e. indicated
- f. main
- g. handy
- h. tested
- i. delayed

## Exercise 5

Put these words into the spaces in the paragraph below

*queues*

*normal*

*change*

*unveiled*

*held*

*prime*

*via*

*charged*

Amazon just (1) \_\_\_\_\_ what it describes as the world's most advanced shopping technology. It is the (2) \_\_\_\_\_ feature of its new-concept grocery store that has no (3) \_\_\_\_\_ or checkout counters.

It is called Amazon Go and is being trialled in the company's hometown of Seattle. The technology works (4) \_\_\_\_\_ an app on a shopper's mobile device. The app automatically checks in when the shopper enters the store.

It lets you shop as (5) \_\_\_\_\_ and then scans what you have bought as you leave the store. Amazon then bills you later and the shopping gets (6) \_\_\_\_\_ to your Amazon account.

There is no waiting in line, no cashiers, and no being (7) \_\_\_\_\_ up by slow customers, credit card transactions or waiting for (8) \_\_\_\_\_.

## Exercise 6

Put these words into the spaces in the paragraph below.

*margins*

*boost*

*analyst*

*experience*

*habits*

*cases*

*nuts*

*involved*

Amazon Go may revolutionize the high street shopping (9) \_\_\_\_\_ and provide a much-needed (10) \_\_\_\_\_ for brick-and-mortar stores. The grocery and convenience store markets are extremely tough (11) \_\_\_\_\_ to crack.

Profit (12) \_\_\_\_\_ are low and competition is intense. However, Amazon seems confident it can change people's shopping (13) \_\_\_\_\_. Rumors are that the online retail giant has plans for 2,000 grocery stores across the USA. It could also get (14) \_\_\_\_\_ in selling the software for its shopping technology to retailers worldwide.

Industry (15) \_\_\_\_\_ Colin Sebastian suggested Amazon Go could challenge Internet shopping. He said: "It makes it just as convenient, if not more convenient, than online shopping in some (16) \_\_\_\_\_."

## Exercise 7

Choose the correct answer

- 1) It is the prime feature of its new-concept grocery store that \_\_\_\_\_
  - a. has no cues
  - b. has no queues
  - c. has no crews
  - d. has no clues

- 2) It is called Amazon Go and is being trialed in the company's \_\_\_\_\_ Seattle
- hone town of
  - home towns of
  - hometown of
  - home down of
- 3) The app automatically checks in when the shopper \_\_\_\_\_
- enters the store
  - entry the store
  - entries the store
- 4) Amazon then bills you later and the shopping gets charged to your \_\_\_\_\_
- Amazon accounting
  - Amazon accountant
  - Amazon accountable
  - Amazon account
- 5) There is no waiting in line, no cashiers, and no being held up \_\_\_\_\_
- by slowing customers
  - by slow customer
  - by slow customers
  - by slowing customer
- 6) Profit margins are low and competition \_\_\_\_\_
- is in tents
  - is in sense
  - is intense