

Starbucks opens coffee shop with tatami in Kyoto

3rd July, 2017



Starbucks has opened a new coffee shop in Japan's ancient capital of Kyoto. It is unlike any other Starbucks in the world as it has three rooms with tatami – the traditional straw matting that is used for floors in Japanese houses. There are no chairs in the tatami rooms. People sit on flat cushions on the tatami mats. The new coffee shop is in a 100-year-old house in one of the most historic areas of Kyoto. It is located on the attractive Ninen-zaka shopping street. It is situated between two UNESCO World Heritage-listed temples. The area is very popular with tourists, many of whom rent traditional Japanese kimono to go sightseeing in. The three tatami rooms are on the second floor of the house.

Starbucks has done its best to make sure the coffee shop blends in with its traditional surroundings. There are no neon signs and no big, green Starbucks names or logos. Instead, there is a traditional dark-blue curtain hanging over the front door. The coffee shop's logo is printed on the curtain in black. Starbucks has reformed the house in the traditional style and has created a Japanese garden for people to look at. The company also wants to be a good neighbor. It has decided not to let people form lines in front of the shop as they wait to get in. It will also limit the number of customers during peak hours. This is to avoid disrupting the quiet atmosphere in the area with crowds of customers.

Sources: mainichi.jp / japantimes.co.jp / asahi.com

Writing

Starbucks is the best coffee shop in the world. Discuss.

Chat

Talk about these words from the article.

coffee shop / capital / Kyoto / traditional / cushions / historic / shopping street / sure / surroundings / neon sign / curtain / style / garden / neighbor / customer / atmosphere

True / False

- Starbucks opened a coffee shop in an ancient capital. T / F
- The coffee shop has three tatami rooms. T / F
- The coffee shop is in a 1,000-year-old building. T / F
- The tatami rooms are on the second floor of the coffee shop. T / F
- The coffee shop doesn't match the surroundings of its area. T / F
- There is a big green neon sign on the coffee shop. T / F
- Customers are not allowed to line up outside the shop. T / F
- There will be no limit to the number of customers at peak hours. T / F

Synonym Match

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

- | | |
|-----------------------|-------------------|
| 1. ancient | a. regions |
| 2. unlike | b. improved |
| 3. areas | c. well-liked |
| 4. located | d. old |
| 5. popular | e. harmonizes |
| 6. blends | f. mood |
| 7. logo | g. queue |
| 8. reformed | h. different from |
| 9. line | i. trademark |
| 10. atmosphere | j. found |

Discussion – Student A

- What do you think of Starbucks?
- What do you know about Kyoto?
- What do you think of the tatami rooms in the coffee shop?
- Would you prefer to sit on a chair or a cushion?
- Should international chain stores be in historic areas?
- What do you think of Japan for sightseeing?
- Where is your favourite place to go sightseeing?
- Where is your favourite place to go for a drink?

Phrase Match

- | | |
|---|----------------------------|
| 1. a new coffee shop in Japan's ancient | a. cushions |
| 2. It is unlike | b. of customers |
| 3. People sit on flat | c. historic areas of Kyoto |
| 4. one of the most | d. sightseeing |
| 5. go | e. in |
| 6. make sure the coffee shop blends | f. capital of Kyoto |
| 7. neon | g. traditional style |
| 8. reformed the house in the | h. atmosphere |
| 9. limit the number | i. any other Starbucks |
| 10. avoid disrupting the quiet | j. signs |

Discussion – Student B

- What do you think about what you read?
- Why is Starbucks so popular around the world?
- How important is it for a store to blend in with its surroundings?
- What do you think of the Starbucks logo?
- How important is it for Starbucks to be a good neighbor?
- How important is atmosphere for a coffee shop?
- How can coffee shops be better?
- What questions would you like to ask the Starbucks boss?

Spelling

- Japan's intcane capital of Kyoto
- the loriaitndat straw matting
- People sit on flat scsinhuo
- one of the most sirochit areas
- the iatrvatcte Ninen-zaka shopping street
- very popular with tsiosurt
- Starbucks names or oolsg
- dark-blue cunrita
- Starbucks has drorefem the house
- It will also timil the number
- the quiet pohaetesrm
- crowds of cumotssre

Answers – Synonym Match

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

Role Play

Role A – A Historic House

You think a historic house is the best place for a coffee shop. Tell the others three reasons why. Tell them what is wrong with their places. Also, tell the others which is the worst of these (and why): a shopping mall, a library or a train station.

Role B – A Shopping Mall

You think a shopping mall is the best place for a coffee shop. Tell the others three reasons why. Tell them what is wrong with their places. Also, tell the others which is the worst of these (and why): a historic house, a library or a train station.

Role C – A Library

You think a library is the best place for a coffee shop. Tell the others three reasons why. Tell them what is wrong with their places. Also, tell the others which is the worst of these (and why): a shopping mall, a historic house or a train station.

Role D – A Train Station

You think a train station is the best place for a coffee shop. Tell the others three reasons why. Tell them what is wrong with their places. Also, tell the others which is the worst of these (and why): a shopping mall, a library or a historic house.

Speaking – Location

Rank these with your partner. Put the best for a coffee shop at the top. Change partners often and share your rankings.

- | | |
|---------------------|--------------------|
| • a shopping street | • a historic house |
| • a museum | • a shopping mall |
| • an amusement park | • a train station |
| • a library | • a park |

Answers – True False

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