



1. CONTEXT

Mindmap anything you know about the topic, including vocabulary. Do some research online to help.



Lawson

2. QUESTIONS

Read the listening questions to check your understanding. Look up any new vocabulary.

Listening Questions 1

1. What ranking is Lawson for number of convenience stores in Japan?
_____.
2. Where was the original Lawson store located?
_____.
3. What is the reason behind Lawson's iconic image?
_____.
4. Who brought Lawson to Japan? How many stores are there as of 2018?
_____.
5. What are some of the unique services Lawson offers?
_____.

Listening Questions 2

1. When was Karaage-kun launched in Japan? What is it?
_____.
2. What are two unique limited-edition flavors of Karaage-kun?
_____.
3. How many pieces of Karaage are shipped daily? How much is one pack?
_____.
4. What are some of the features of senior citizen focused stores?
_____.
5. In what way do Lawson stores think about environmental impact?
_____.

3. LISTEN

Listen and answer the questions using full sentences. Circle the number of times and % you understood.

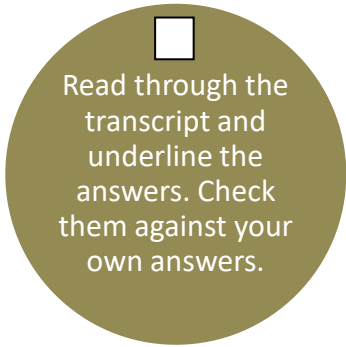
Listening 1				
1	2	3	4	5
%	%	%	%	%

Listening 2				
1	2	3	4	5
%	%	%	%	%

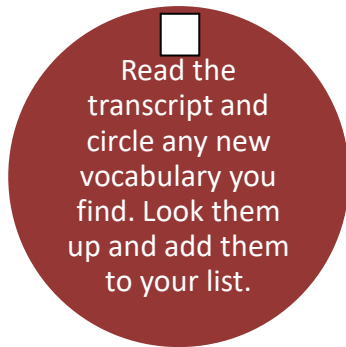
Discussion Questions

1. Is any convenience store chain clearly superior to the others? How do Japanese convenience stores compare to those overseas?
2. What have been some interesting features or new services introduced by convenience stores recently?

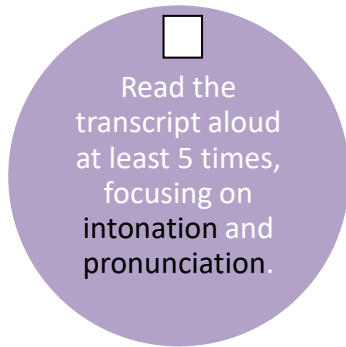
4. CHECK ANSWERS



5. CHECK VOCABULARY

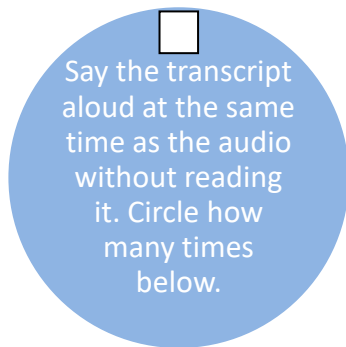


6. READ ALOUD



1	2	3	4	5
1	2	3	4	5

7. SHADOWING



1	2	3	4	5
1	2	3	4	5

TRANSCRIPT 1

The Lawson chain of convenience stores is well known in Japan for their **iconic** blue milk pail sign. The company is the third largest convenience store chain in Japan by store number behind Seven Eleven and Family Mart. The original store was founded in Cuyahoga Falls, Ohio in 1939 by James Lawson. Lawson was the owner of a dairy factory and the store was created as a venue to sell his dairy products to residents of the city, hence the milk pail image that has remained until today. The company expanded throughout Ohio as The Lawson's Milk Company and was purchased by Consolidated Foods in 1959.

Eventually Lawson was brought to Japan by Daiei, the retail and supermarket chain, in June 1975, with the first Lawson store opening in Osaka and the first **franchise** store following shortly after in September. The original store sold party goods similar to those found in American convenience stores of the time. Over time the franchise would **evolve** to have a much different and wider range of offerings.

In 2018 Lawson had 14,244 stores in Japan, located in every prefecture. These stores offer an **assortment** of services including ATMs, currency exchange, copiers, ticket purchases for concerts and other events, package delivery drop off, and of course food and drinks.

MATCH THE ANTONYMS BY DRAWING LINES BELOW:

Franchise	Uniformity
Evolve	Unrecognizable
Assortment	Waste
Iconic	Company-owned
Conserve	Remain

TRANSCRIPT 2

One of Lawson's most famous products is Karaage-Kun. Launched in 1986, these chicken nuggets come in regular, cheese and spicy flavors, and there was a special yuzu flavor released for the 30th anniversary in 2016. In addition, a bonanza of limited-edition flavors have been introduced over the years, including kimchi, butter-soy sauce, and mustard mayonnaise. Tie-ins with other products and brands are also extremely common, such as a Pirate BBQ flavor which was connected to the popular animation One Piece. According to Lawson's website, 500,000 pieces of karaage are shipped every day. Today, customers can still purchase a 5-piece pack of Karaage-kun for 200 yen plus tax, the same price as in 1986.

Lawson has been keeping up with modern consumer and societal trends. To address the rapidly aging population of Japan, Lawson has begun launching senior citizen focused stores with bigger writing on shelves, wider aisles, and places to sit and rest. Staff in these stores are highly trained to deal with elderly customers.

Lawson have also been gradually opening eco-friendly stores that **conserve** energy. Using solar panels to generate heat and electricity, they were able to reduce electricity consumption by 60% in these stores. Carefully designed roofs have also allowed for better ventilation and dehumidification in the stores, whilst also conserving energy.