

The 7 Steps -
January



1. CONTEXT



Yoshinoya

Listening Questions 1

1. What is the origin of the name Yoshinoya?
_____.
2. Why did Yoshinoya relocate to the Tsukiji Fish Market in 1926?
_____.
3. What are the selling points of Yoshinoya?
_____.
4. In what ways has Yoshinoya expanded its product range?
_____.
5. How can Yoshinoya help people during a natural disaster?
_____.

Listening Questions 2

1. How many locations does Yoshinoya have globally?
_____.
2. What country has the second largest number of Yoshinoya stores?
_____.
3. Where are all of Yoshinoya's locations in the US?
_____.
4. Where was the Yoshinoya store located in New York?
_____.
5. What are two unique international menu items not found in Japan?
_____.

Discussion Questions

1. What are the benefits of chain food stores like Yoshinoya? Do you trust their food quality?
2. What would be the risks for a food company expanding overseas?

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

2. QUESTIONS

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

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
%	%	%	%	%

4. CHECK ANSWERS

Read through the transcript and underline the answers. Check them against your own answers.

5. CHECK VOCABULARY

Read the transcript and circle any new vocabulary you find. Look them up and add them to your list.

6. READ ALOUD

Read the transcript aloud at least 5 times, focusing on intonation and pronunciation.

1	2	3	4	5
1	2	3	4	5

7. SHADOWING

Say the transcript aloud at the same time as the audio without reading it. Circle how many times below.

1	2	3	4	5
1	2	3	4	5

TRANSCRIPT 1

Yoshinoya was founded in 1899 by Eikichi Matsuda in the Nihonbashi Fish Market in Tokyo. He named the restaurant after his hometown of Yoshino in Osaka prefecture. After the Fish Market was **devastated** by the 1923 Great Kanto Earthquake, Yoshinoya relocated to the Tsukiji Fish Market in 1926.

The restaurant **specializes** in gyudon or beef bowls, which feature sliced beef and onions simmered in sweet sauce over a bowl of rice. The selling points of Yoshinoya have remained the same for over a century; the meals are delicious, affordable, and fast.

Although Yoshinoya remains the king of gyudon, over the years it has started to offer a wider variety of products. In one example, the Akihabara store has started selling karaage or fried chicken to increase its appeal to students and business people. In another example, Yoshinoya's line of ready-to-eat canned gyudon is seen as a possible **lifesaver** during natural disasters.

Devastate	Specialize	Lifesaver	Expand	Struggle
Fill-in the blanks with the appropriate word / phrase above:				
1. He _____ to find a solution to the problem, so he asked his manager for help.				
2. The new surgery is a _____ for those with cancer.				
3. The large typhoon _____ many small towns on the island. Many people lost their homes.				
4. The Olympics _____ the number of sports to include surfing and skateboarding for Tokyo 2020.				
5. My history professor _____ in German history.				

TRANSCRIPT 2

Yoshinoya has **expanded** both domestically and internationally, and now has over 2,000 locations in Japan, China, Malaysia, Indonesia, Singapore, Taiwan, the US, and the Philippines. Overall China has the highest number of Yoshinoya shops outside of Japan with Indonesia and the US ranked 2nd and 3rd respectively.

Despite its growth in South East Asia, Yoshinoya has had mixed results in the US. California has just over 100 shops; however, it has **struggled** in other states. The first location in Texas closed in less than a year. The first location in Arizona lasted 3 years and the first location in New York, which was located in Times Square, closed after 10 years in business.

Internationally, the Yoshinoya menu is quite different from the one in Japan. In addition to the beef bowls, the US menu also has teriyaki chicken bowls, vegetable bowls, and yaki udon bowls. In Hong Kong the menu includes breakfast sets such as a chicken fillet with maple syrup and a fish cutlet with scrambled eggs, toast and milk tea.