

**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 trialed 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