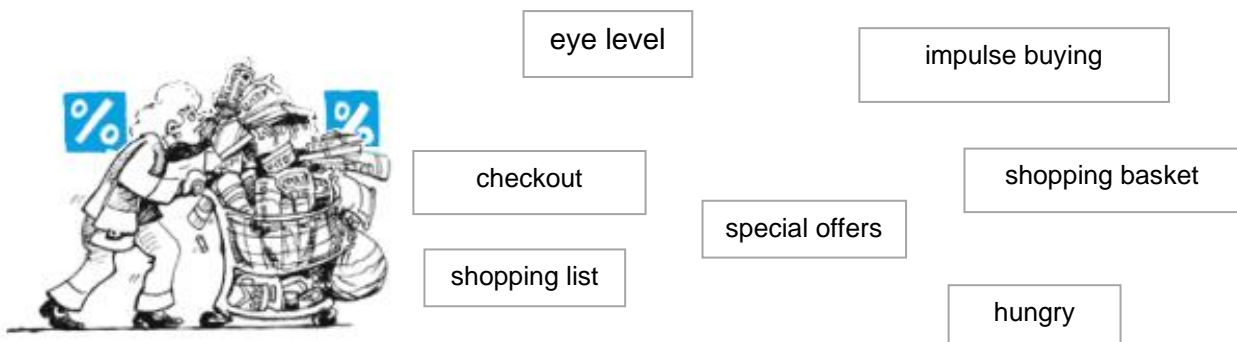


## Basis: At the supermarket

### 1. How can you protect yourself from supermarket tricks?

Use the words to complete the sentences.

- Write a \_\_\_\_\_.
- If possible, use a \_\_\_\_\_ instead of a shopping trolley.
- Never go shopping when you are \_\_\_\_\_.
- Never take a slow walk around the shop. This can lead to \_\_\_\_\_.
- Compare the price and the content of large packs and \_\_\_\_\_.
- Be careful of items at \_\_\_\_\_. They are often expensive.
- Don't be distracted by items near the \_\_\_\_\_.



### 2. Read the sentences and trick “true” or “false”

If I was the manager of a supermarket, I would ...	true	false
... play quiet music in the background.		
... set up some shelves across the aisles.		
... put popular goods near the entrance.		
... put fruit and vegetables near the checkout.		
... let the customers get through the supermarket very quickly.		
... have lots of special offers to attract customers.		
... put the expensive items at eye level.		
... have small shopping trolleys.		
... try to make the customers stay in the shop as long as possible.		
... keep the shelves fully stocked.		



## Vocabulary

<b>across the aisles</b>	quer in den Gängen
<b>checkout</b>	hier: an der Kassa
<b>customer</b>	Kundin, Kunde
<b>entrance</b>	Eingang
<b>eye level</b>	Augenhöhe
<b>fully stocked</b>	voll gefüllt (Regal)
<b>impulse buying</b>	Spontaneinkäufe
<b>items</b>	Artikel, Waren
<b>music in the background</b>	Hintergrundmusik
<b>shelf</b>	Regal
<b>shopping basket</b>	Einkaufskorb
<b>shopping trolley</b>	Einkaufswagen
<b>special offer</b>	Sonderangebot
<b>to attract</b>	anlocken
<b>to lead to</b>	zu ... führen
<b>to let get through</b>	durchlassen
<b>to make someone stay</b>	jemanden zum Bleiben bringen
<b>to protect oneself from ...</b>	sich vor ... schützen
<b>to set up</b>	aufstellen