

Basic: Supermarket tricks

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 _____.



eye level

hungry

impulse buying

checkout

special offers

shopping list

shopping basket

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

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

