



ROUND #2

## How This Vegan Restaurant Became A Buzzy Black Mecca

Source: Fast Company

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※ 문의 070 8246 0570

## 1. Vocabulary *Check the meaning of these words/expressions in the dictionary.*

💡 Today's Expression(오른쪽 링크 클릭) - [Just in the nick of time](#)

- Definition
- Example

QR코드를 통해  
Just in the nick of time의  
설명 영상을 보실 수 있습니다.



1. **Slutty**(adj.) derogatory 1. dirty; untidy; slovenly 2. (esp of a woman) sexually promiscuous  
ex) Madonna displays **slutty** behavior on television.

"When you come to **Slutty** Vegan, you don't come for the food first."

2. **From/ Out of nowhere** (idiom) very suddenly and unexpectedly  
ex) She said her attacker seemed to come out of nowhere

"I'm like, okay, cool. Slutty vegan, it hit me **outta nowhere**."

3. **Brick-and-mortar**(adj) existing as a physical building, especially a shop, rather than doing business only on the internet  
ex) **brick-and-mortar** bookstores

"Started in a shared kitchen, to the food truck, to now having seven **brick and mortars** and counting and a really, really booming brand."

4. **GOAT** (noun, adjective) abbreviation for Greatest Of All Time used to refer to or describe the person who has performed better than anyone else ever, especially in a sport  
ex) Mohammad Ali boxed his way into our hearts and will forever be known as **GOAT**, Greatest Of All Time.

"I'm working with Danny Meyer. I love Danny Meyer because he is the **Goat**. Goat, no pun intended."

5. **Pun**(noun) a humorous use of a word or phrase that has several meanings or that sounds like another word  
ex) This is a well-known joke based on a **pun**: "What's black and white and red (= read) all over?"

"A newspaper." "I'm working with Danny Meyer. I love Danny Meyer because he is the Goat. Goat, no **pun** intended."

6. **Fumble** (verb) In some sports, esp. football, if you fumble the ball you fail to hold it after touching or carrying it.  
ex) If Wilson hadn't **fumbled** that catch, we might have won the match.

"And for the people who are watching this that are entrepreneurs trying to go to the next level, make sure that you don't **fumble** that ball."

## 2. Listening Drill

*Recap the story by filling-in the blanks*

My core audience is the **meat eater**. I want the person that is not interested in eating vegan food. No, I don't want that. Don't **put it on my plate**.

That's the person that I want. Because if I can change that person's mind, then I know that I can influence them to eat healthier options even if it's vegan comfort food.

The energy that you see here is my energy **all the time** and I'm an energy person first. I've always had this entrepreneurial spirit. I came up with Slutty vegan, literally on accident.

I wanted some vegan comfort food on a late night and I had just moved from LA to Atlanta, so you know, living in LA I can eat vegan food all the time. But in Atlanta, after a certain hour, everything was closed.

I'm like, okay, cool. Slutty vegan, it hit me **outta nowhere**. I didn't have a blueprint. I didn't have a business plan. All I had is some notes in a really good idea. Started in a shared kitchen, to the food truck, to now having seven **brick and mortars** and counting and a really, really booming brand. All because I now get to solve a universal problem and that's helping people to reimagine food.

When you come to Slutty Vegan, you don't come for the food first. You come for a great experience. It feels like Six Flags. It feels like Kings Dominion, and you have this unforgettable experience that you wanna continue to talk about **far after** you leave the restaurant.

I create something so irresistible that people just wanna say that they in the room. And by the time they get in the room and get the food, they realize like, okay, I could do this vegan thing. This vegan thing can actually work for me.

I'm working with Danny Meyer. I love Danny Meyer because he is the Goat. Goat, **no pun intended**.

And although we don't coexist in the same space we coexist in the same space, right? So like he sells meat, I don't sell meat, but I love what they stand for and their mission when it comes to community.

And I watched how he's built his billion dollar brand **from the ground up** rooted on the foundation of community. When I think about business and the type of people that I wanna do business with, I am very intentional about it.

Growing up in the Jamaican household I ain't had no choice but to **be vocal**, right? Like my mother is very vocal. She says what's on her mind.

She's very clear and direct on the things that she want. And I became a mother, I absorbed that. My father spent 22 years in prison but he would call me from behind bars and tell me books to read and instill confidence in me as well. I am not the **average** CEO.

You get one time to make a really good first impression. You only get that one shot. And for the people who are watching this that are entrepreneurs trying to go to the next level, make sure that you don't **fumble** that ball.

### 3. Summary

Summarize what you have seen/heard in two or three sentences

**Tip.**

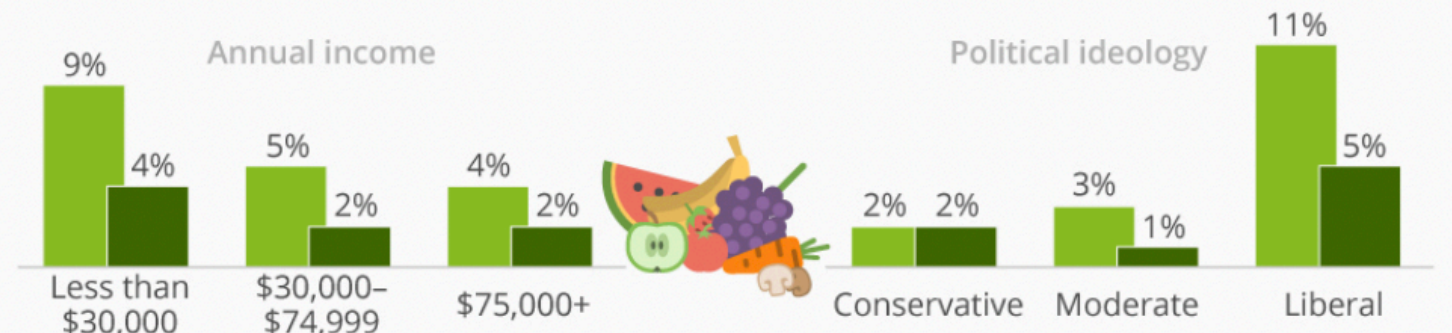
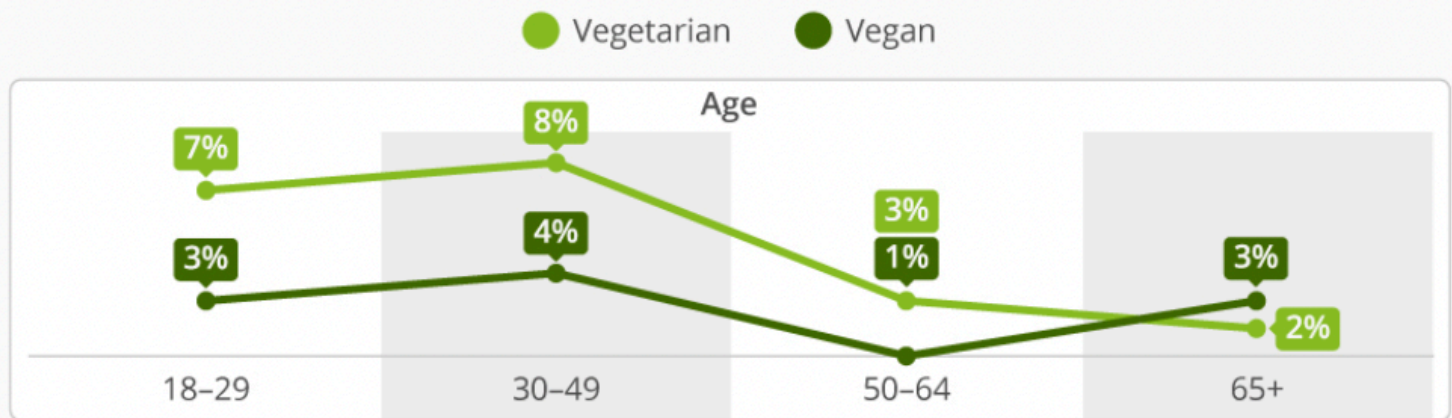
Answer the questions using vocabularies that you learned in the vocabulary section.

### 4. Describing The Chart

Describe what is the general idea being expressed by the graph. Discuss it to your class. Try to interpret what you see in the chart.

## Who Are America's Vegans & Vegetarians?

"In terms of eating preferences, do you consider yourself vegan, vegetarian?"



© StatistaCharts n=1,033 U.S. adults 18+ Source: Gallup



# Who Are America's Vegans & Vegetarians?

by Niall McCarthy, Oct 1, 2019

In recent years, the U.S. has seen more and more [vegan and vegetarian](#) restaurants open their doors while [supermarket shelves](#) are always stacked with alternatives to meat and dairy products. Meanwhile, social media communities catering to both diets have steadily expanded while most of us know at least one friend or family member who has taken up a purely plant-based diet. Despite all of that, vegans and vegetarians are actually pretty rare in U.S. eating circles.

A [Gallup poll](#) has found that fewer than one in 10 Americans adheres to one of those diets with 5 percent of people saying they are vegetarian and 3 percent saying they are vegan. The following infographic takes a closer look at the poll's findings to see just who the country's vegans and vegetarians are. Both diets are more common among younger eaters with 7 percent of people aged 18-29 saying they are vegetarian while 3 percent say they are vegan. In the 30-49 age-bracket, 8 percent are vegetarian while 4 percent are vegan. Those figures fall drastically to 3 and 2 percent respectively among over 65s.

In terms of income, vegans and vegetarians are most likely to be earning below \$30,000 a year while the diets are rarer among high earners. In terms of political orientation, liberals are far more likely than moderates or conservatives to ditch meat or dairy. The poll found that 11 percent of liberals are vegetarian while 5 percent are vegan. Only 2 percent of conservatives are either vegan or vegetarian.

## Questions

1. What 's the take away of the graph?
2. What extra information can help you understand the graph even better?
3. Do you have any interesting findings? What's your guess about it?

## 5. Discussion Questions

*Let's begin at the easy category. You are expected to have prepared your answers already before the class begins.*

### Easy

1. What are some misconceptions of vegan food and the lifestyle? Do you frequent vegan restaurants?

2. If there were no limitations, and all it takes is a pen, paper and a good idea, what business would you start?

### Average

1. What products and services are not as prevalent in Korea, but you wished they were?

## 5. Discussion Questions

*Let's begin at the easy category. You are expected to have prepared your answers already before the class begins*

### Average

2. Have you moved cities or lived abroad and really missed something from your hometown?

### Difficult

1. What is your definition of "success" and how close are you to it?

## # Note1

Date: \_\_\_\_\_ Topic \_\_\_\_\_

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### Expression of the Day

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*Write Down idioms/ phrasal verbs that you learned in the sessions*

**Have you used today?**

Week 1.

Yes

No

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Week 2.

Yes

No

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### Words of the Day

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*Please write down vocabularies and idioms that you have learned at Talksharp and try to practice them in your own sentences today. Once you use any of them today? Please cross them out.*

### Useful Sentences

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*Video Script is a good source to enhance your verbal sentences. Put a note of sentences that you want to learn*

### Today's Correction

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*Write down today's correction.*



## # Note 2

**Please write down Korean sentences difficult for you to convey in English**

Sentence1

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Sentence2

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Sentence3

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**Please write sentences above in English so that you could never fail again**

Sentence1

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Sentence2

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Sentence3

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**Put a note of vocabularies or idioms that you want to learn**