
Vocabulary: coffee 词汇: 咖啡

Do you like to start your day with a **cup of joe**? Well, you wouldn't be alone. Millions of people from all over the world **brew** a cup of coffee first thing in the morning, or at any time of day, for that matter. Do you make it yourself, using **instant coffee**? Or, if you are a coffee **connoisseur**, perhaps you use freshly **ground beans**. Do you take it **straight**? With a **dash of milk**? Or maybe even some **chocolate sprinkles**? Or, failing all of that, maybe you'd rather pay a **barista** in a cafe to **whip one up** for you.

Cafes are everywhere these days, offering as many varieties of coffee as there are ways to have it served. And this leads to a range of prices, from cheap **grab-and-go** coffee, to the ultra-expensive **artisanal coffee**. However, an increasing number of Western consumers are happy to pay a little over the odds for their cup in order to ensure that it comes from an **ethically** produced and **sustainable** source.

At The Attendant, a cafe in east London, staff attempt to make customers aware of the story of the beans that they are drinking and the impact they are having by choosing to drink ethically. For a start, it can make **coffee farmers** up to three-and-a-half times better off, according to figures from the UN's World Intellectual Property Organisation (Wipo). Ryan de Oliveria, The Attendant's co-founder and chief executive, says the extra income allows farmers and their families to have a better quality of life. It also makes investing or reinvesting in their business possible.

Wipo's figures show smarter **processing**, branding and marketing make a huge difference to the **growers** and their communities. Technology now means that the beans can be tracked all the way from the farm to the cup. The research shows that for a **pound** (454g) of beans going to a supermarket, the export price is \$1.45. Most of this goes to the farmer. The price almost doubles when the beans are headed for large western coffee chains. But farmers exporting their beans to artisanal cafes make over \$5 per pound. That's because the coffee **aficionados** who frequent these places are happy to pay more.

It seems that it's a win-win situation for the farmers, cafes and consumers. So much so that more established coffee businesses are **jumping on the band wagon** by buying up artisanal rivals who have already embraced this way of doing things. If that's the case, then the future of coffee production looks a little fairer for all. And that's something that should get anyone up on the right side of bed.

词汇表

a cup of joe	咖啡
brew	煮（咖啡）
instant coffee	速溶咖啡
connoisseur	行家
ground	（grind 的过去式和过去分词）磨碎
beans	（咖啡）豆
straight	不参加其他东西的，纯的
a dash of milk	一点儿牛奶
chocolate sprinkles	（洒在咖啡上的）巧克力粉
barista	咖啡厅服务员
whip (one) up	做（一杯咖啡）
grab-and-go	“拿上就走”，外带
artisanal coffee	匠人咖啡
ethically	有道德地
sustainable	可持续的，能长期维持的
coffee farmer	咖啡农场主
process	加工、处理方法
grower	种植户
pound	磅（重量单位，1 磅约等于 454 克）
aficionado	酷爱...的人
jump on the band wagon	跟风，随大流

测验与练习

1. 阅读课文并回答问题。

1. Why are an increasing number of Western customers happy to pay more for their coffee?
2. What do cafes like The Attendant try to make customers aware of?
3. In what way can farmers use the extra income from artisanal cafes?
4. How much does an exported pound of coffee pay the farmer when it's going to a supermarket, large coffee chain or artisanal cafe?
5. True or false: *More established coffee businesses do not care about this new trend.*

2. 请在不参考课文的情况下完成下列练习。选择一个意思合适的单词填入句子的空格处。

1. You must be hungry! Would you like me to _____ a sandwich for you?

impact	win-win	whip up	dash
--------	---------	---------	------

2. You can't keep working at this pace. It's not _____. You'll be ill before long.

sustainable	artisanal	ethically	aficionado
-------------	-----------	-----------	------------

3. John is a real wine _____. He knows regions, dates and flavours. I never knew there was so much to know about it!

brew	fuss	connoisseur	impact
------	------	-------------	--------

4. £600 for a pair of shoes?! That's expensive. I think you may have paid _____ there.

cheap as chips	on the right side of bed	jump on the band wagon	over the odds
----------------	--------------------------	------------------------	---------------

5. We take half each. I get a little and you get a little! It's a _____ situation!

cheap as chips	ethically	win-win	over the odds
----------------	-----------	---------	---------------

答案

1. 阅读课文并回答问题。

1. Why are an increasing number of Western customers happy to pay more for their coffee?

They are happy to pay in order to ensure that it comes from an ethically produced and sustainable source.

2. What do cafes like The Attendant try to make customers aware of?

They attempt to make customers aware of the story of the beans that they are drinking and the impact they are having by choosing to drink ethically.

3. In what way can farmers use the extra income from artisanal cafes?

They can have a better quality of life for their families, and the possibility of investing or reinvesting in their business.

4. How much does the Wipo research show an exported pound of coffee pays the farmer when it's going to a supermarket, large coffee chain or artisanal cafe?

The research shows that per pound a farmer makes \$1.45 when exporting to a supermarket, \$2.89 when exporting to a coffee chain and \$5.14 when exporting to an artisanal cafe.

5. True or false: *More established coffee businesses do not care about this new trend.*

False. More established coffee businesses are jumping on the band wagon by buying up artisanal rivals who have already embraced this way of doing things.

2. 请在不参考课文的情况下完成下列练习。选择一个意思合适的单词填入句子的空格处。

1. You must be hungry! Would you like me to **whip up** a sandwich for you?

2. You can't keep working at this pace. It's not **sustainable**. You'll be ill before long.

3. John is a real wine **connoisseur**. He knows regions, dates and flavours. I never knew there was so much to know about it!

4. £600 for a pair of shoes?! That's expensive. I think you may have paid **over the odds** there.

5. We take half each. I get a little and you get a little! It's a **win-win** situation!