

### **3. Fastfood with a Euro flavour**

#### **0.QUICK EATS: The Belgian fast food chain is making its first appearance in Central Europe.**

1. Whether you call them pommes frites, French fries or chips, fast food gourmets will have one more restaurant to choose from at the end of July when Hungary gets another player, and this time a home bread European one from Belgium.
2. The Quick chain will open its first restaurant somewhere in the region of Budapest, the exact site is still a secret.
3. Quick was originally a Belgian company but now has most of its 412 restaurants in France. Hungary is the first expansion into Central-Eastern Europe. Luc Thibaud, the managing director of Quick Hungaria, emphasized that the company is not Belgian, not French, but a truly European one.
4. 'We may be selling burgers and fries but we offer a variety of breads, sauces, salads, mayonnaise as well as cappuccino, espresso and long coffee. The point is to offer a European style alternative to the American chains," he said.
5. Customers can expect to pay about the same prices at Quick as at their competitors, Burger King and McDonald`s.
6. The company, which aims to be the number two player in the Hungarian fast food scene overtaking Burger King and Wendy`s intends to open five restaurants by the end of of this year, and another 40 by the end of next year. Thibaud promised a variety of restaurants where uniformity is not a main point
7. `We want restaurants with cosy corners offering burgers which are exactly to the liking of the individuals," he said.
8. The Hungarian Quick intends to source the majority of its supplies locally, but will switch to a franchise system after 2002. Until the end of that year the company plans to invest FF320 million (\$44 million) into the Hungarian market.

The Budapest Sun, 2000. May 25.

### Első feladat

Olvassa el a „Fastfood...” c. szöveget és a példa szerint írja be az alábbi táblázatba, hogy a szöveg melyik bekezdéséhez melyik alcím tartozik. Egy alcím fölösleges.

Alcímek:

- A. What Quick is
- B. American style
- C. A new restaurant in July
- D. Reasonable prices
- E. Coffee variety
- F. QUICK is European
- G. Friendly atmosphere
- H. 45 restaurants by 2001
- I. Investments
- J. Where?

0	1	2	3	4	5	6	7	8
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### Második feladat

Döntse el a szöveg alapján, hogy az alábbi állítások igazak vagy hamisak-e. Megoldását jelölje X-szel, a példa szerint.

	Statements	True	False
0.	<b>Chips can be called pommes frites.</b>	<b>X</b>	
9.	QUICK is a food production company.		
10.	Uniformity is not necessary.		
11.	QUICK has 412 restaurants in France.		
12.	It offers an alternative to American chains.		
13.	The company wants to be the number one.		
14.	It will be working in a franchise system in 2003.		
15.	Nobody knows where the first Hungarian restaurant will open.		