

The Dubai Chocolate That Went Viral

Introduction

Here are a few words from the text, what do you think the text will be about?

pistachio, chocolate, irresistible, trend, prices, copycats, world markets

Let's talk!

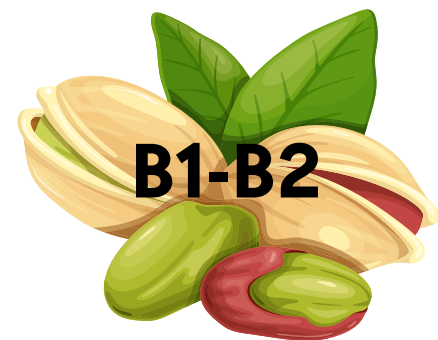
- What do you know about chocolate?
- What are the best snacks in the world?

Vocabulary

1. Vocabulary Match

Match the words to their meanings.

- | | |
|------------------|--|
| 1. Shortage | A. Spreading quickly online |
| 2. Viral | B. A type of nut used in desserts |
| 3. Demand | C. The desire of consumers to purchase goods |
| 4. Pistachio | D. A general direction in which something is developing |
| 5. Trend | E. A person who affects others' purchasing decisions |
| 6. Copycat | F. A situation where something is lacking |
| 7. Influencer | G. The sequence of processes involved in production and distribution |
| 8. Supply Chain | H. A sudden increase in cost |
| 9. Price Surge | I. Platforms for sharing content online |
| 10. Social Media | J. An imitation of another's product or idea |



2. Gap Fill

Fill in the blanks with the correct word:

1. The Dubai chocolate became _____ after being shared on TikTok.
2. Many _____ created their own versions of the chocolate.
3. The _____ couldn't meet the unexpected demand.
4. The _____ of pistachios led to higher prices.
5. Social media _____ played a big role in the trend.
6. The dessert's popularity caused a _____ in supply.
7. The _____ trend influenced global dessert markets.

Listening

Listen and complete the gaps with two words per gap.

The Dubai Chocolate That Went Viral

In 2024, a luxurious chocolate from Dubai took the internet (1) Known as "Dubai chocolate" or "pistachio chocolate," it quickly became a global trend, especially on TikTok and Instagram. These (2)..... showed people cutting into a soft chocolate shell, revealing a creamy green pistachio filling inside. It looked rich, gooey, and irresistible—exactly the kind of content that spreads quickly online.

The original chocolate (3) by Fix Dessert Chocolatier, a brand based in Dubai. Their unique recipe combines premium chocolate and high-quality pistachios. Once influencers (4) about it, the demand exploded. Long lines formed outside stores, and people around the world searched for ways to order it. Some even paid very high prices to try it themselves.

Soon, other (5) and bakeries began copying the idea. In just a few months, pistachio-filled chocolates were everywhere—from supermarkets to online dessert shops. The (6) started a wave of imitations.



But this viral dessert did more than just please (7) It had a real effect on the pistachio market. Because of the sudden high demand, the price of pistachios began to rise. Suppliers struggled to (8), especially as businesses worldwide started using pistachios in new dessert recipes.

Experts say this shows how (9) can impact more than just trends—it can influence real-world economics. One viral product can cause major changes in the supply and pricing of ingredients.

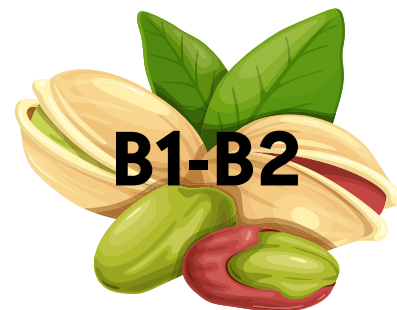
In conclusion, the Dubai chocolate craze shows the power of the internet. What started as a simple video became a global dessert trend, boosted (10), and even affected international markets. It's a reminder of how fast things can change when something goes viral.

Comprehension

True/False

Read the following sentences and decide if they are true or false. Correct the false statements.

1. The Dubai chocolate became popular on social media.
2. It was first created by a brand in Dubai.
3. The filling is made of strawberries.
4. Influencers helped make the chocolate go viral.
5. Many shops ran out of chocolate.
6. The trend caused a rise in pistachio prices.
7. Many people copied the original idea.
8. The chocolate was never sold outside Dubai.



Discussion

1. Have you ever bought something because you saw it online?
2. Why do you think the Dubai chocolate became so popular?
3. How do social media trends affect what we eat?
4. Would you pay more to try a famous dessert?
5. How do food trends spread so fast these days?
6. What other viral foods do you know?
7. Do you think viral desserts are usually healthy?
8. Should companies prepare for big changes in demand?
9. Would you try making your own version of a viral dessert?
10. How do influencers change what people buy?