

# The Dubai Chocolate That Went Viral – Teacher's Version

## 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! - you can also ask additional questions to get your students talking.**

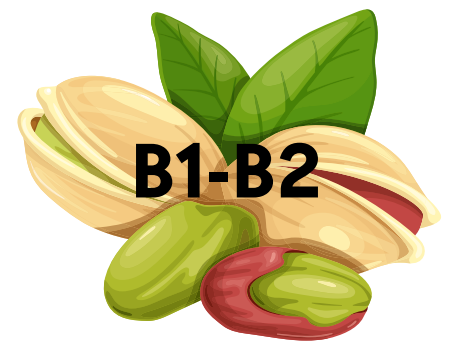
- What do you know about chocolate?
- What are the best snacks in the world?

## Vocabulary

### 1. Vocabulary Match

*Match the words to their meanings.*

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



## 2. Gap Fill

*Fill in the blanks with the correct word:*

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

### OPTIONAL

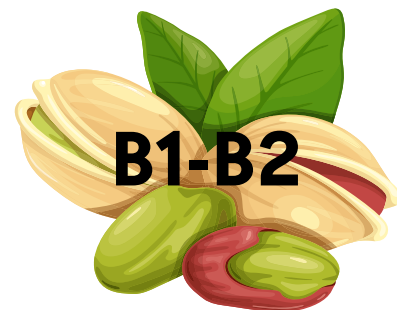
Ask your students to write sentences or a short story using the words from exercise 1.

## Listening

Optional - play the audio and ask your students to just listen and write down as many facts as possible. Then play again and ask them to fill in the gaps (two words per gap).

## The Dubai Chocolate That Went Viral

In 2024, a luxurious chocolate from Dubai took the internet (1) by storm. Known as "Dubai chocolate" or "pistachio chocolate," it quickly became a global trend, especially on TikTok and Instagram. These (2) viral videos 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.



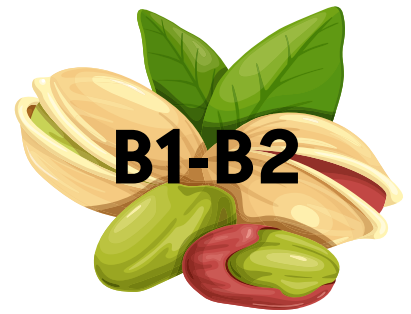
The original chocolate (3) was created by Fix Dessert Chocolatier, a brand based in Dubai. Their unique recipe combines premium chocolate and high-quality pistachios. Once influencers (4) started posting about it, the demand exploded. Long lines formed outside stores, and people around the world searched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

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

But this viral dessert did more than just please (7) sweet tooth. 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) keep up, especially as businesses worldwide started using pistachios in new dessert recipes.

Experts say this shows how (9) social media 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) pistachio sales, 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. - TRUE
2. It was first created by a brand in Dubai. - TRUE
3. The filling is made of strawberries. - FALSE
4. Influencers helped make the chocolate go viral.- TRUE
5. Many shops ran out of chocolate. - TRUE
6. The trend caused a rise in pistachio prices.- TRUE
7. Many people copied the original idea. - TRUE
8. The chocolate was never sold outside Dubai.- FALSE

### OPTIONAL - writing

*Ask your students to create a short advert for the Dubai chocolate. They can use the words from the text in writing.*

## Discussion

Discuss in pairs, groups or as a whole class.