

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!

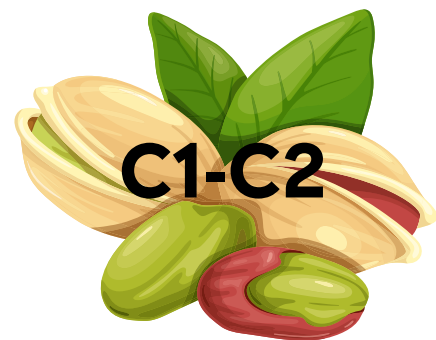
- What do you know about chocolate?
- What are the best snacks in the world?

Vocabulary

1. Vocabulary Match

Match the words to their meanings.

- | | |
|---------------------------|--|
| 1. Commodity | A. An observable event, especially one that is remarkable |
| 2. Market Disruption | B. A raw material or primary agricultural product |
| 3. Phenomenon | C. The tendency of information to be circulated rapidly |
| 4. Economic Ripple Effect | D. A disturbance in the normal functioning of a market |
| 5. Influencer Marketing | E. The complex interactions in the production and distribution process |
| 6. Supply Chain Dynamics | F. The study of individuals' purchasing decisions |
| 7. Consumer Behaviour | G. The indirect consequences of an economic event |
| 8. Virality | H. The worth of a brand in the marketplace |
| 9. Scarcity Marketing | I. A strategy that leverages limited availability |
| 10. Brand Value | J. Promotion through individuals with social influence |



2. Gap Fill

Fill in the blanks with the correct word:

1. The Dubai chocolate became a global _____ due to social media.
2. The sudden demand caused a _____ in the pistachio market.
3. _____ played a crucial role in spreading the trend.
4. The _____ of pistachios led to increased prices.
5. Companies used _____ to boost product appeal.
6. The trend caused an _____ affecting various industries.
7. Understanding _____ helps in predicting market trends.
8. The chocolate's success enhanced its _____.
9. The _____ were strained due to unexpected demand.
10. The event is a classic case of _____ in action

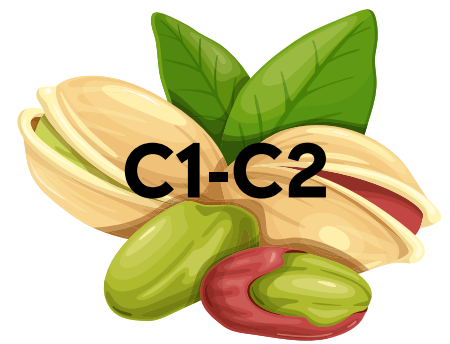
Listening

Listen and complete the gaps with three words per gap.

The Dubai Chocolate That Went Viral

In early 2024, an indulgent pistachio-filled (1) became an unexpected global phenomenon. Videos of people slicing into the glossy, dark chocolate shell to reveal a vibrant, gooey pistachio core captivated millions across TikTok and Instagram. With each satisfying cut and (2), the so-called "Dubai chocolate" went viral, creating a frenzy that extended far beyond social media.

The original dessert came from Fix Dessert Chocolatier, a (3) in Dubai known for its high-end confections. Their chocolate combined rich Belgian cocoa with a (4) made from premium Middle Eastern nuts. Once influencers and food bloggers began showcasing the treat online, demand surged overnight. Consumers queued for hours in Dubai, while international fans scrambled to order online—often paying exorbitant prices.



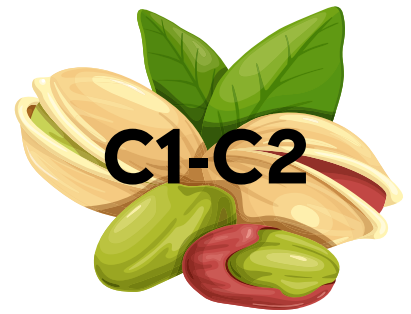
Inevitably, copycat versions appeared worldwide. Small bakeries, dessert influencers, and (5)..... began crafting their own versions of the pistachio-stuffed chocolate. Within weeks, a niche dessert had transformed into a (6) trend.

But the impact wasn't limited to the dessert world. (7) pistachio products skyrocketed, the global pistachio market felt the pressure. Wholesale prices climbed, particularly for Iranian and American pistachios, which are prized (8) Suppliers struggled to meet the surge in demand, and some even began rationing orders to retailers.

Agricultural analysts took notice. What had seemed like a fleeting online trend was now driving serious shifts (9)..... The "Dubai chocolate effect," as some began calling it, underscored how social media virality can produce tangible economic ripple effects. (10)....., amplified through social sharing, disrupted the dynamics of an entire commodity market.

Moreover, the phenomenon sparked conversations about food trends, influencer marketing, and the fragility of (11)..... Could the next viral food cause a similar stir? And how should industries prepare for such unpredictable spikes in demand?

In the end, the Dubai chocolate wasn't just a sweet treat—it became a symbol of the digital age's power (12) and culture in real-time.



Comprehension

True/False

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

1. The Dubai chocolate trend had no impact on pistachio prices.
2. The dessert went viral after influencers posted about it online.
3. Fix Dessert Chocolatier created the original product.
4. The trend led to a stable and predictable pistachio market.
5. Many brands around the world started making similar chocolates.
6. Social media influenced consumer behaviour significantly.
7. Pistachio shortages occurred due to high demand.
8. The Dubai chocolate is a clear example of how virality can influence real-world markets.

Discussion

1. What role does influencer marketing play in shaping food trends today?
2. How did a single dessert create global market changes?
3. Can viral social media trends create lasting change in consumer behaviour?
4. How should industries prepare for unexpected demand due to virality?
5. Do you think social media is a reliable way to discover new products?
6. What are the risks of basing supply chains on unpredictable trends?
7. Have you ever tried or made a product that went viral?
8. Is there a line between smart marketing and overhype?
9. Can such trends benefit small businesses, or do they mostly help large brands?
10. What does this trend say about the global economy and our digital culture?