



# 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.**

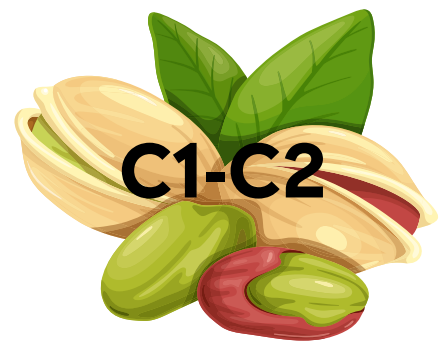
- What do you know about chocolate?
- What are the best snacks in the world?

## Vocabulary

### 1. Vocabulary Match

*Match the words to their meanings.*

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



## 2. Gap Fill

*Fill in the blanks with the correct word:*

1. The Dubai chocolate became a global **phenomenon** due to social media.
2. The sudden demand caused a **market disruption** in the pistachio market.
3. **Influencer marketing** played a crucial role in spreading the trend.
4. The **scarcity** of pistachios led to increased prices.
5. Companies used **scarcity marketing** to boost product appeal.
6. The trend caused an **economic ripple effect** affecting various industries.
7. Understanding **consumer behaviour** helps in predicting market trends.
8. The chocolate's success enhanced its **brand value**.
9. The **supply chain dynamics** were strained due to unexpected demand.
10. The event is a classic case of **virality** in action.

## 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 (three words per gap).

## The Dubai Chocolate That Went Viral

In early 2024, an indulgent pistachio-filled (1) chocolate from Dubai 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) slow-motion reveal, 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) luxury sweet shop in Dubai known for its high-end confections. Their chocolate combined rich Belgian cocoa with a (4) silky pistachio cream 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.

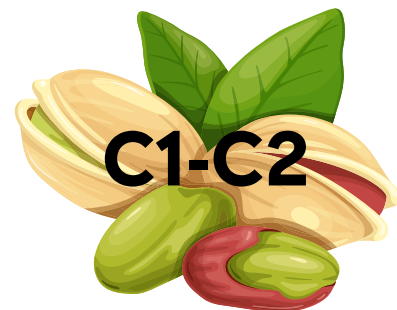
Inevitably, copycat versions appeared worldwide. Small bakeries, dessert influencers, and (5) even large manufacturers began crafting their own versions of the pistachio-stuffed chocolate. Within weeks, a niche dessert had transformed into a (6) full-blown global trend.

But the impact wasn't limited to the dessert world. (7) As orders for pistachio products skyrocketed, the global pistachio market felt the pressure. Wholesale prices climbed, particularly for Iranian and American pistachios, which are prized (8) for their quality. 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) in supply chains. The "Dubai chocolate effect," as some began calling it, underscored how social media virality can produce tangible economic ripple effects. (10) A single dessert, 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) global supply chains. 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) to influence markets 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. - FALSE
2. The dessert went viral after influencers posted about it online. - TRUE
3. Fix Dessert Chocolatier created the original product. - TRUE
4. The trend led to a stable and predictable pistachio market. - FALSE
5. Many brands around the world started making similar chocolates. - TRUE
6. Social media influenced consumer behaviour significantly. - TRUE
7. Pistachio shortages occurred due to high demand. - TRUE
8. The Dubai chocolate is a clear example of how virality can influence real-world markets. - TRUE

### 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.