The Story of McDonald's

There are many restaurants in the world, but probably the most famous is McDonald's. McDonald's has more than 34,000 restaurants around the world in 119 countries, and they (1)__________ about 68 million (2)____________es every day. The story of McDonald's began in 1940 when two brothers, Richard and Maurice ('Mac') McDonald opened a new restaurant called 'McDonald's Famous Barbeque'. It was a successful (3)__________, but the brothers wanted to sell more food and make more money, so in 1948 they made some changes. For example, they tried a new way to cook and serve food faster – and McDonald's became one of the first (4)____________ restaurants in the world. In addition, they made the (5)____________ more simple: hamburgers, (6)____________es, sodas, and milkshakes. There were no longer any (7)____________es to serve food, so customers (8)____________ed food by themselves at a counter. In 1954, a man called Ray Kroc joined the company and later bought it for 2.7 million dollars. The company is now worth many billions of dollars. There is a McDonald’s museum that is (9)____________ in San Bernardino, California where the first McDonald's was built. It's (10)____________ daily from 10:00 am to 5:00 pm.

(about 195 words)
RESTAURANTS

The Story of McDonald’s

Vocabulary Practice
●  Match the words on the left with the meanings on the right.

1. one billion  H  A. every day
2. counter       _____  B. a kind of sweet drink
3. daily         _____  C. not continuing; stopped
4. one million   _____  D. 1,000,000
5. no longer     _____  E. having gotten much money
6. simple        _____  F. a flat surface like a table that customers stand behind
7. soda          _____  G. having few things; easy to understand
8. successful    _____  H. 1,000,000,000

How Much Do You Understand?
●  Write ‘T’ (True) or ‘F’ (False) next to each statement.

1.  F  The paragraph is about hamburgers.
2.  _____  There are about 119 McDonald’s restaurants around the world.
3.  _____  Almost 70 million people eat McDonald’s food every day.
4.  _____  There are not many kinds of food on the McDonald’s menu.
5.  _____  Ray Kroc later bought the company for 2.7 billion dollars.
6.  _____  There is a McDonald’s museum in the United States.

Discuss
●  Ask and answer the following questions with your classmates.

1. How often do you eat at McDonald’s?
2. Why do you think McDonald’s is so popular in so many countries?
3. What is the name of your favorite restaurant? Can you describe it?
4. What kind of restaurant would you like to open?
The Story of McDonald’s

Grammar-in-Context

• Complete the paragraph by circling the correct words.

There are many restaurants in the world, but probably the most famous is McDonald’s. McDonald’s (1)_______ more than 34,000 restaurants around the world in 119 countries, and they serve about 68 million customers every day. The story of McDonald’s began (2)_______ 1940 when two brothers, Richard and Maurice (‘Mac’) McDonald opened a new restaurant called ‘McDonald’s Famous Barbeque’. It (3)_______ a successful business, but the brothers wanted to (4)_______ more food and make more money, so in 1948 they made some changes. For example, they (5)_______ a new way to (6)_______ and serve food (7)_______ – and McDonald’s became one of the first fast food restaurants in the world. (8)_______, they made the menu more simple: hamburgers, cheeseburgers, sodas, and milkshakes. There (9)_______ no longer any waitresses to serve food, so customers ordered food by themselves at a counter. In 1954, (10)_______ called Ray Kroc joined the company and later bought it for 2.7 million dollars. The company is now worth many billions of dollars. (11)_______ a McDonald’s museum that is located in San Bernardino, California where the first McDonald’s was built. It’s open daily (12)_______ 10:00 am to 5:00 pm.

1. (A) have (B) has (C) is having (D) is has

2. (A) on (B) at (C) for (D) in

3. (A) was (B) were (C) is (D) are

4. (A) sell (B) sold (C) selling (D) sells

5. (A) tried (B) try (C) tried (D) trying

6. (A) cooked (B) cooking (C) cooks (D) cook

7. (A) more fast (B) faster (C) more faster (D) fasts

8. (A) Addition (B) In addition (C) Additional (D) In additional

9. (A) were (B) was (C) are (D) is

10. (A) man (B) the man (C) a man (D) men

11. (A) There have (B) There are (C) There (D) There is

12. (A) to (B) on (C) from (D) in
RESTAURANTS

The Story of McDonald’s

Listening and Writing Practice

Listen to your teacher and complete the paragraph.

There are many restaurants in the world, but probably the most famous is McDonald’s. McDonald’s ______ more than 34,000 restaurants around the world in 119 countries, and they ______ about 68 million customers every day. The story of McDonald’s ______ in 1940 when two brothers, Richard and Maurice (‘Mac’) McDonald ______ a new restaurant called ‘McDonald’s Famous Barbeque’. It ______ a successful business, but the brothers ______ to ______ more food and ______ more money, so in 1948 they ______ some changes. For example, they ______ a new way to ______ and ______ food faster – and McDonald’s ______ one of the first fast food restaurants in the world. In addition, they ______ the menu more simple: hamburgers, cheeseburgers, sodas, and milkshakes. There ______ no longer any waitresses to ______ food, so customers ______ food by themselves at a counter. In 1954, a man called Ray Kroc ______ the company and later ______ it for 2.7 million dollars. The company ______ now worth many billions of dollars. There ______ a McDonald’s museum that ______ located in San Bernardino, California where the first McDonald’s ______ built. It’s open daily from 10:00 am to 5:00 pm.
Restaurant Menu

We are open seven days a week
Call 555-0114 for FREE Home Delivery.

Drinks

<table>
<thead>
<tr>
<th></th>
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</thead>
<tbody>
<tr>
<td>Cappuccino</td>
<td>$3.25</td>
<td>$4.25</td>
<td>$5.25</td>
<td>$3.49</td>
<td>$4.49</td>
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<tr>
<td>Mocha</td>
<td>$3.25</td>
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Sandwiches

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<tbody>
<tr>
<td>Hamburger</td>
<td>$2.95</td>
<td></td>
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<td>Chili Dog</td>
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<td>Cheeseburger</td>
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<td></td>
<td>Chicken Sandwich</td>
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<tr>
<td>Pizza Burger</td>
<td>$4.75</td>
<td></td>
<td></td>
<td>Club Sandwich</td>
<td>$4.99</td>
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<tr>
<td>Hot Dog</td>
<td>$1.50</td>
<td></td>
<td></td>
<td>Veggie Sandwich</td>
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Desserts

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<tbody>
<tr>
<td>Ice cream</td>
<td>$2.49</td>
<td></td>
<td></td>
<td>Milkshake</td>
<td>$3.49</td>
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<tr>
<td>Apple pie</td>
<td>$4.99</td>
<td></td>
<td></td>
<td>Banana Split</td>
<td>$4.99</td>
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</tbody>
</table>

Please place your order at the counter.
Thank you for visiting. Come again soon!

Follow us on Facebook!

- Can you find all EIGHT differences on the menus?
- You and your classmate have $10. Decide together what you will order.

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Restaurant Menu

We are open seven days a week
Call 555-0141 for FREE Home Delivery.

Drinks

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<tr>
<td>Cappuccino</td>
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<tr>
<td>Mocha</td>
<td>$3.25</td>
<td>$4.25</td>
<td>$5.25</td>
<td>$2.25</td>
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<td>$2.99</td>
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<tr>
<td>Tea</td>
<td></td>
<td></td>
<td></td>
<td>$1.99</td>
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<tr>
<td>Iced Coffee</td>
<td></td>
<td></td>
<td></td>
<td>$3.49</td>
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<td></td>
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<tr>
<td>Iced Tea</td>
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<td>$2.25</td>
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Sandwiches

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<tr>
<td>Pizza Burger</td>
<td>$4.75</td>
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<tr>
<td>Hot Dog</td>
<td>$1.50</td>
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<tr>
<td>Chili Dog</td>
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<td>$2.00</td>
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<tr>
<td>Chicken Sandwich</td>
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<td>$4.99</td>
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<tr>
<td>Veggie Sandwich</td>
<td></td>
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<td>$2.49</td>
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<tr>
<td>Club Sandwich</td>
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<td>$4.99</td>
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Dessert

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<tbody>
<tr>
<td>Ice cream</td>
<td>$2.49</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Apple pie</td>
<td>$4.95</td>
<td></td>
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<td></td>
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<td></td>
</tr>
<tr>
<td>Chocolate cake</td>
<td></td>
<td>$4.45</td>
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<tr>
<td>Cheesecake</td>
<td></td>
<td>$4.49</td>
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<tr>
<td>Milkshake</td>
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<td>$3.49</td>
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<tr>
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<td></td>
<td></td>
<td>$4.99</td>
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</tbody>
</table>

Follow us on Facebook!

- Can you find all 10 differences on the menus?
- You and your classmate have $10. Decide together what you will order.

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• Draw your own restaurant menu! Use your imagination!

Restaurant Menu

We are open seven days a week
Call 555-0141 for FREE Home Delivery.
RESTAURANTS

Writing Practice

- **DESCRIPTIVE Writing:** After you draw your restaurant menu, write a short paragraph to describe your restaurant. Where is it located? What does the restaurant look like? What kind of food does it serve? Etc.

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**LESSON**

**Language Focus**  Past Simple Tense  
**Level**  Intermediate to Advanced  
**Time**  Approximately 120 – 180 minutes

### McDonald’s ANSWER KEY

**Complete the Paragraph**

1. serve  
2. customer(s)  
3. business  
4. fast food  
5. menu  
6. cheeseburger(s)  
7. waitress(es)  
8. order(ed)  
9. located  
10. open

**Vocabulary Practice**

1. H  
2. F  
3. A  
4. D  
5. C  
6. G  
7. B  
8. E

**How Much Do You Understand?**

1. F (It’s about McDonald’s.)  
2. F (over 34,000 restaurants)  
3. T  
4. T  
5. F (2.7 billion dollars)  
6. T

### Grammar-in-Context

1. B  
2. D  
3. A  
4. A  
5. C  
6. D  
7. B  
8. B  
9. A  
10. C

### Menu ANSWER KEY

**Student ‘A’**

1. The **picture** at top is different.  
2. Call 555-0114  
3. Iced Coffee (L) = $5.49.  
5. Desserts  
6. Apple Pie = $4.99  
7. Thank you for visiting. Come again soon!  
8. The French fries **picture** is different.

**Student ‘B’**

1. The **picture** at top is different.  
2. Call 555-1041  
3. Iced Coffee (L) = $5.99.  
4. Veggie and Club sandwiches  
5. Dessert  
6. Apple Pie = $4.95  
7. Come again soon. Thank you for visiting!  
8. The French fries **picture** is different.

### Homework Idea

Write a descriptive paragraph about your restaurant (see attached worksheet). In the next class, get into a small group and read aloud your paragraph.

### EXPLORE on-line:

http://www.esl-lab.com/pie1/pierd1.htm  
http://www.listenaminute.com/r/restaurants.html  
http://www.youtube.com/watch?v=6beua_2zdbQ  

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