

During a trip to Austin, Texas, last year, Sarah Grieco and her friends stood in line for two hours to taste the famously delicious smoked meat at La Barbecue.

Before that, Grieco, 25, says she queued up for pork belly pancakes in Seattle, and ramen burgers in New York. And she and a friend waited three hours for the flashy cronut at Dominic Ansel Bakery.

5 The food hasn't always lived up to the **hype** — she wasn't a fan of the ramen burgers. But, she says, she usually doesn't mind waiting to taste something truly unique. "I don't see it as time wasted," she says. "I see it as part of the experience."

10 **Dedicated** — and **exceedingly** patient — food pilgrims like Grieco are everywhere. At places like Tartine Bakery in San Francisco, Hot Doug's in Chicago, Screen Door in Portland, Ore., and Franklin **Barbecue** in Austin, customers often wait anywhere from 30 minutes to over four hours in hopes of tasting the sublime.

Unlike the iconic Maine lobster¹ **shacks**, New York pizzerias and Philly **sub** shops that have been around for decades, these meccas are all relatively new. Their signature dishes have gained cult status among the growing foodie community — with the help of blogs and social media.

15 "And the more you have to work to get them, the better," says Izabela Wojcik of the James Beard Foundation. "Often, the food is really fabulous. But if these foods were easy to get all the time, I don't know if they would be as **coveted**."

Indeed, Hot Doug's, a gourmet hot dog shop **renowned** for its foie gras dogs, has been drawing crowds since it first opened in 2001. But when owner and chef Doug Sohn announced in May he'd be closing the place down in October, the lines increased threefold, Sohn says.

20 Those who score a specialty dog get **bragging** rights, Wojcik says. "People who do pass the test and get one of these items, I do think they feel empowered, like they're better," she says, laughing.

Often, the people who survive brutally long lines will share photos of their winnings — toasty dogs or perfectly crusted brisket — on Twitter, Facebook and Instagram, or on their personal food blogs.

25 Social media and blogs feed the hype around certain restaurants, says Erin DeJesus, who edits the food blog Eater Portland. "I think social media and digital presence is a huge part of it," she says. "I don't know if people would be as excited to stand in line for a ramen burger if they couldn't share it on Instagram."

30 But there's also something to be said for the actual experience of waiting, says Vinny Eng, the general manager at Tartine Bakery. Tartine starts a wait list for its famous bread 30 minutes before it starts selling it, Eng says. And lately the bakery has worked to keep wait times fairly short.

When there is a wait, though, Eng says he and the bakers at Tartine are humbled by those willing to endure it. "Time is the one resource that we can all give and take," he says. "It's one way to show value for what an artisan is doing." Customers get something out of waiting as well, he says. "It's a sensory experience. You can smell everything and see everything, and you see the **bustle**."

35 He may be on to something. Studies show that waiting for an experience can **boost** our happiness, as can talking about the experience afterward.

40 "You get pleasure from the meal itself. But in people's memories, the wait is part of the experience. That's part of what people are talking about," says Amit Kumar, a doctoral student of psychology at Cornell University who studies the relationship between money and happiness.

Waiting gives people the opportunity to look forward to something, he says: "It's whetting the appetite." And it gives people the opportunity to **bond** with fellow foodies.

45 Kumar says he's a bit of a foodie himself. During a **stint** in New York City, he queued up for ice cream at Momofuku Milk Bar and the famous banana pudding at Magnolia's Bakery. While waiting for Momofuku, Kumar tells [us], "I found myself in lots of interesting conversations with **fellow** ice cream lovers about where to get the best **scoop** in New York."

Grieco, the 25-year-old food pilgrim, concurs. While waiting for barbecue in Texas, she says, "We talked to a **bunch** of the people in line. Everybody in line had a different story to tell about why they ended up in Austin. I definitely felt like I made new friends."

<http://www.npr.org/blogs/thesalt/2014/09/09/346848776/why-food-pilgrims-will-wait-four-hours-for-a-taste-of-the-sublime>

1 Lobster: crustaceans of the family Homaridae

VOCABULARY

Find five words related to religion in the first half of the text. Why are they used?

Find a synonym in the words in bold

loyal	cabin	sandwich
boasting, gloating	friend	famous
excessively	a group	assignment, job
promotion	improve	a spherical portion
desired, craved	to connect	quick and busy activity

Rephrase

the lines increased threefold

"It's whetting the appetite."

(the shop) has been drawing crowds

PHONETICS

/i/ or /ai/ ? Sublime – dedicated – tartine – iconic – item – survive – hype – digital – excited – psychology – study – money

barbecue rhymes with queue – cue – do – mow

renowned rhymes with noun – flown – grown – announce

signatures rhymes with sign – signify – align – magnificent

actual rhymes with shoe – chop

bustle rhymes with ... (castle / whistle / hassle...)

pleasure rhymes with... (measure, treasure...)

Circle the stressed syllable dedicated – signature – coveted – decade – endure

COMPREHENSION

Sum up the article in 30 words.

Why are people flocking to these places?

Why is waiting depicted as positive?

Right or wrong? Justify with a quotation

Pizzerias are brand new

Something hard to get is better than something easy to get

GRAMMAR cf Fiche condition

EXPRESSION Putting up yourself and your life on the Internet: is (over?)sharing harmless fun or ridiculous & dangerous?