

# Chocolate Spread Discount Leads to Riots in Supermarkets in France

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Category : Human Interest

## Unlocking Word Meanings

Read the following words/expressions found in today's article.

- 1. **riot** / ˈraɪ ət / (n) – a situation wherein a large group of people behave violently  
Example: A **riot** broke out in the city as protesters fought with the police.
- 2. **storm** / stɔːrm / (v) – to enter forcefully  
Example: The child **stormed** into the candy store and grabbed a handful of chocolates.
- 3. **scuffle** / ˈskʌf əl / (v) – to fight in a brief and confused manner  
Example: The boys **scuffled** in the dirt like angry kittens.
- 4. **hysterical** / ˈhɪˈstɜːɪ kəl / (adj) – having uncontrolled excitement, anger, fear, etc.  
Example: He became **hysterical** after hearing about his friend's death.
- 5. **confectionery** / kənˈfɛkʃəˌnɛr i / (n) – sweets  
Example: The children were carrying bags filled with **confectionery** like chocolates and lollipops.

## Article

Read the text below.

大規模なディスカウント 暴動のきっかけ  
A massive discount on popular spread Nutella / nyu tɛl ə / sparked **riots** in supermarkets across France.

In January, supermarket chain Intermarché [*uh*-te-mah-**SHEE**] offered a 70% discount on 950-gram jars of Nutella. As a result, たくさんの購入者 なだれ込む への利点を得る為に **stormed** into various branches of the supermarket to take advantage of the Nutella jars priced at €1.40 (\$1.75), which previously cost €4.50 (\$5.70).

Situations at supermarkets quickly turned into riots as shoppers became desperate to get their share of Nutella. The police were called to intervene when several shoppers started to **scuffle** and push each other. 必死になる 介入させる為に呼ぶ 乱闘を始めた(取っ組み合い)

Because chaos caused by store sales is rare in France, many did not expect such **hysterical** behavior from the customers. A French food expert analyzed the issue and explained that the French people's general fondness for 菓子類に対する愛しさ **confectionery** like chocolate spreads is a possible contributor to the riots. In fact, locals consume around 75,000 metric tons of Nutella, which is frequently paired with croissants / krəˈsɑnts / and baguettes / bæˈɡɛts /, every year. 希 ヒステリックな振る舞い

The riots at the Intermarché branches are comparable to the chaos that usually occurs during Black Friday sales in the United States. The term Black Friday refers to the day after Thanksgiving. As it is the busiest shopping day of the year, shoppers flock to malls to take advantage of holiday discounts. 暴動の一因の可能性 匹敵する 発生する への事を指す 群れをなす

During a 2011 Black Friday sale at a Walmart branch in Los Angeles, a woman fired pepper spray into a crowd so she could get her hands on a discounted Xbox. This resulted in minor injuries among 20 shoppers. However, the woman reasoned that she only used the pepper spray as a defense against shoppers who tried to attack her children for the Xbox. 小規模なけが人 筋が通っている 買い物客に対する防衛

## Viewpoint Discussion

Enjoy a discussion with your tutor.

### Discussion A

- What do you think could have been done to avoid the riots at Intermarché?

• If a product you really liked was on sale, would you be willing to endure a similar situation as the Nutella sale? Why or why not?

**Discussion B**

• What do you think are the factors that make people willing to endure chaos during store sales (e.g. limited finances, thrill of competition)?

• In your country, what products could possibly trigger riots if they go on sale? Why do you think they have this kind of impact on consumers?

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