

Starting Something New 3

So much to do!



Warm up:

- Do you have a lot to do at the moment? What do you have to do?
- Do you think you're good at organising yourself and your tasks, or could you improve?
- When was the last time you felt overwhelmed with how much you had to do?
- Do you use to-do lists to organise your tasks? Why or why not?
- If you decided to start a food truck business, what would be the first thing you would start working on?



1. Read the story and answer the questions on the next page.

Jason and Tessa are two friends who couldn't stand their jobs, and decided to start a business together. They brainstormed for hours about what type of business to start, and eventually decided to start a food truck that specializes in pastries. Their city has a lot of food trucks already, but Jason and Tessa have actually never seen a bakery food truck, which is strange because there are bakeries everywhere in their city, and bread and pastries are very popular.

Jason and Tessa think this means a bakery food truck would probably be profitable, but they need to do some market research to be sure. There are a million little things to do, but basically there are four main areas they need to look at.

The first step is registering the business. Tessa has done a little bit of research and apparently registering a business doesn't take long, but they may have to get a lawyer to help them with the paperwork.


Next is the truck itself. Obviously if they want to start a food truck business, they need to buy a truck, but which one? There are lots of different types, and they need to make sure the one they get is reliable, eye-catching, and above all it needs to have ovens inside.

After that comes marketing and branding. What kind of vibe do they want their business to have? They need to think about the branding first, and after that social media.

And last but not least is of course the food itself. Exactly what kind of pastries should they sell? Should they also make coffee and sandwiches, or just specialize in pastries?

They have roughly four months to figure all this out, because after that they need to start making money!

- a) Why do Jason and Tessa think a bakery food truck is a good idea in their city? *Bakeries are very popular in their city, but there are no bakery food trucks.*
- b) What are the qualities they are looking for in a truck? *Eye catching, reliable, has ovens.*
- c) Who might they have to hire to help them? *A lawyer*
- d) If you wanted to start a business like this, what is the first thing you'd do?

 2. Match the underlined words from the story above to their definitions. Look at the context to give you clues.

- | | |
|-------------------------|---|
| 1) Eventually <i>e)</i> | a) Used to introduce information that may be surprising. |
| 2) Actually <i>a)</i> | b) To say something in very simple terms. |
| 3) Probably <i>f)</i> | c) I don't know this directly, I heard or read it somewhere else. |
| 4) Basically <i>b)</i> | d) Approximately, but not exactly. |
| 5) Obviously <i>g)</i> | e) After a long time. |
| 6) Apparently <i>c)</i> | f) This has a high chance. |
| 7) Roughly <i>d)</i> | g) This is very clear, we all know this. |

 3. Use the words above to complete the sentences.

- a) He didn't study much, so he will *probably* fail the exam. But you never know.
- b) It took *roughly* 30,000 people to build the pyramids.
- c) Well *obviously* radiation is bad for you, I think everyone knows that.
- d) Sarah told me that Chris quit his job, *apparently* he's moving to Spain.
- e) I'll paint my house *eventually*, but I don't really have time this year.
- f) It's a bit more complicated than this, but *basically* the economy is going down because of the war.
- g) A lot of people think Napoleon was short, but he was *actually* quite tall for his time.



Well, actually...

'Actually' is a very common adverb in English. Its main meaning is to show that something might be surprising.

Eg. *"It got really bad reviews, but I actually liked the movie."*

It can also show that you have changed your mind in that moment.

Eg. *"I'd like a glass of wine... actually, I'll take a whisky."*

It can also be used to politely correct people.

Eg. *"You live alone, right?" Actually, I live with my wife."*

The question above shows that the person asking thinks the answer is yes, but the person answering politely corrects them by using 'actually.'



4. Write down 5 sentences about yourself that are *not* true and give them to your partner.

For example, if you love cats, you could write down "I hate cats."

- 1)
- 2)
- 3)
- 4)
- 5)



5. Read your partner's sentences and make them into questions that show you think they are true. Your partner will correct you using 'actually.'

For example, if your partner wrote down "I hate cats", you could ask you: *"You hate cats, right?"* and you could reply *"Actually, I love them I think they're so cute!"*



Eventually

'Eventually' means after a long time, or not any time soon.

Eg. *"Eventually I'll paint my house."* (I will do it, but not any time soon.)

In the example above 'eventually' is used for the future, but it can often be used for the past to show something did not happen quickly.

Eg. *"It was a tough choice, but eventually I decided to study medicine."* (They did not make this choice quickly.)

Note: 'eventually' is usually placed either at the beginning of the clause, the end of the clause, or after the subject.

Eg. *"Eventually I got better at speaking English."* ✓

"I got better at speaking English eventually." ✓

"I eventually got better at speaking English" ✓



6. Write down 3 things that you will do in the future using 'eventually'. Read your sentences to a partner and discuss why you won't do these things any time soon.

Eg. *"I'll get a new car eventually. For now, my current car is fine, but it won't last forever."*

1)

2)

3)



7. Read the story about a bakery and find four places where you could add 'eventually.'

Lina dreamed of opening a small bakery for years, and she *eventually* found a tiny shop on a quiet street and took the risk. In the beginning, the days felt long and uncertain. She baked bread at dawn, arranged pastries carefully in the window, and waited until *eventually* a few customers came in.

Business was slow, and some evenings she closed early, wondering if she had made the wrong choice. Still, she kept going. *Eventually* the same people began to return, first once a week, then every few days, *eventually* greeting her by name and asking for their usual orders.

When a rainy month kept customers away, Lina *eventually* changed her approach. She stood outside with small samples, smiling and talking to strangers. *Eventually* word began to spread beyond the neighborhood. *Eventually* new faces appeared, and *eventually* the shop filled with warmth, laughter, and the smell of fresh bread.



8. Pairwork: look through the names and branding ideas and discuss which would be best and worst. Use some of the adverbs (actually, obviously, etc) to discuss the ideas.

Eg. *“Obviously this branding would be good at concerts and music festivals.”*

Name: *Rolling Scones*

Theme: Rock n' roll style branding, maybe with fire and skulls.



Customers: Middle aged adults, music fans.

Food and beverages: Beer, donuts, sandwiches.

Notes: Could have a really cool truck with flames on it.

Name: *Oven Fresh*

Theme: Family friendly branding, buy bread rolls for your family at a market.



Customers: Families and older adults.

Food and beverages: Some sweet pastries, but mostly a wide variety of bread.

Notes: Could do well at farmers markets and flea markets.

Name: *Flour Power*

Theme: Healthy and organic, environmentally friendly.



Customers: Young fit adults.

Food and beverages: Organic and vegan options, lots of dark bread. Could serve fresh juice.

Notes: Could make this more expensive as we would be targeting a richer group.

Name: *Le Petit Food Truck*

Theme: French bread and pastries, a little bit fancy.



Customers: Wealthy adults who are looking for a treat (and French people).

Food and beverages: Baguettes, coffee, French pastries such as croissants.

Notes: Should we wear French-looking clothes to make it more authentic?

Name: *Crumbs and Coffee*

Theme: More about coffee, minimalist branding.



Customers: Coffee lovers.

Food and beverages: Many different types of coffee, cake to go with coffee. Maybe matcha and chai as well? Very trendy at the moment.

Notes: How much does a coffee machine cost?

Name: *Bake it Easy*

Theme: Playful street food energy, bright and funky.



Customers: Young adults who want to try something new and cool.

Food and beverages: Experimental pastries and sandwiches, something a bit different. Maybe milkshakes?

Notes: Good for social media.



9. Listen to Jason and Tessa¹ discuss the options above and answer the questions.

- a) Why doesn't Tessa want to do the 'Rolling Scones' food truck? *They would have to get a special license to sell alcohol.*
- b) Why does Tessa think 'Oven Fresh' is not a good idea? *She thinks eventually they would both get bored.*
- c) What problem does Tessa see with the 'Flour Power' idea? *Baking healthy food can be difficult, and they don't know how to bake healthy food.*
- d) Why is Tessa against a French style bakery truck? *French pastries such as croissants take a long time to work, and Tessa doesn't have the patience for that.*
- e) Why does Tessa think the 'Crumbs and Coffee' idea is not a good one? *They would have to learn to make coffee very well.*
- f) Why does Tessa like the 'Bake it Easy' idea? *It's more flexible, and allows them to change their menu.*



10. Optional task/Homework: 'Apparently' is used to say 'I don't know this directly, I heard it somewhere else.' Research a travel destination you are interested in and present what you found to the class using 'apparently.'

Eg. "I've always wanted to go to New Zealand, so I researched it. Apparently, it's made up of two islands, the north and the south. Apparently the south island is less populated, it's mostly nature."

¹ <https://quick-and-easy-english.com/wp-content/uploads/2026/04/Starting-Something-New-3.mp3>

Audio Transcript

Jason: Ok, so I've come up with 6 different ideas for our truck, and I'd like to show them to you. Now obviously we don't have to do any of these, and if you have another idea I'd love to hear it.

Tessa: Ok great, let's hear them.

Jason: So, my first idea is for a rock and roll themed truck called 'Rolling Scones'

Tessa: 'Rolling Scones' oh my god that's a terrible joke!

Jason: Hey! I was actually pretty happy with the name! So it would be mostly for middle-aged adults, and our main target would be concerts. Basically, we could go to any concert in our city and sell pastries and beer.

Tessa: Mmmm I'm not sure if that's actually a good idea.

Jason: What? Why not? People love beer, especially at concerts.

Tessa: True, but obviously you can't just buy some beer and then sell it. You have to get a special license for that.

Jason: Ah good point, I didn't think of that. Ok, instead of that, how about we have a truck called 'oven fresh' and just keep it nice and simple. We could just bake bread and sell it at markets, nothing fancy, just good bread.

Tessa: Yeah... I think it's a good idea as a business...

Jason: but?

Tessa: But I think eventually we'd both get bored just making bread. We want a business that is fresh and exciting, a truck that just sells bread doesn't sound exciting.

Jason: Yeah true. Ok, my next idea is called 'Flour Power'

Tessa: Wow. I think that's actually worse than 'Rolling Scones.'

Jason: I think it's a great name! But anyway, this one is all about healthy, environmentally friendly food. Apparently health-focused bakeries are the next up and coming food trend, we could make healthy bread and serve fresh-made juice.

Tessa: Yeah... that's a pretty good idea actually. I think it's probably the best idea so far.

Jason: Ok, but you sound unsure?

Tessa: Well... I think baking healthy, environmentally friendly food can be pretty difficult. Both you and I know how to bake, but do you know how to bake anything that you would call healthy?

Jason: Ummm... not really.

Tessa: Yeah me neither.

Jason: Ok, well we can think about that one. The next idea is a French style bakery -

Tessa: Nope!

Jason: What?

Tessa: Absolutely not, we're not doing a French bakery.

Jason: Why not? People love French bread!

Tessa: Do you know how long it takes to make a croissant Jason?

Jason: Emmm... no idea. A few hours?

Tessa: Not even close. It takes roughly two days to make a real croissant, and most other French pastries take almost as long. I definitely do not have the patience for that.

Jason: Two days?? I had no idea. Ok maybe not a French bakery.

Tessa: What's the next idea?

Jason: Well, another idea is to actually make it more of a café than a bakery. Basically we could sell a few little snacks, but mostly focus on the coffee. I did a bit of research and apparently you can get coffee machines into food trucks pretty easily. Although a good coffee machine costs roughly \$2000, so that would be another big expense.

Tessa: It is a good idea... but do you know how to make coffee? But I don't.

Jason: I don't but we could probably learn to make coffee pretty easily.

Tessa: True, but if we have a business mostly focused on coffee, obviously we need to be really, really good at making coffee. And it's a real skill, not something you can just learn overnight.

Jason: Ok, ok you're right. Ok, I have one more idea. We could have a fun and funky food truck with pastries that are a bit more experimental, something a bit different. We could call it something like 'Bake it Easy'

Tessa: Oh my god, you and these names... but you know that's actually a pretty good idea. And it would allow us to be a bit more flexible. We could change our menu every couple of months.

Jason: Exactly! And I thought we could do something a bit fun for the beverages, something like milkshakes or smoothies.