NEWS LESSON

The Shop That Sells Almost Nothing but Butter



BEFORE YOU READ

1 Warm up

Talk about these questions with a partner.

1. Which ordinary food would you queue to try?
2. Can good packaging make a familiar product feel special?
3. Would you travel across town for something you saw online?

2 Key words

These words are in the article. Write the letter of the meaning (A to H) in each box.

1	**struggle**	☐	A	different kinds of the same thing
2	**varieties**	☐	B	something very nice that you do not really need
3	**compare**	☐	C	people who visit a place for a holiday
4	**alternatives**	☐	D	other things you can choose instead
5	**trend**	☐	E	something that many people start to like at the same time
6	**luxury**	☐	F	to find something hard to do
7	**tourists**	☐	G	things you throw away because you do not use them
8	**waste**	☐	H	look at two things to see how they are the same or different

3 Read

Read the article and underline the key words from task 2. The paragraphs are numbered.

A Paris shop opened in 41-degree heat and still had queues outside. Butter has become something worth travelling for.

1 On a hot summer day in Paris, Erwan Leo opened a new shop. The strange thing was that it sold almost nothing but butter. With temperatures close to 41°C, he worried that the fridges might struggle and customers might stay away. Instead, people began turning up. Some even had to wait outside. Butter, a food most of us keep quietly in the fridge, had become something worth travelling for.

2 The shop, called Le Butter, opened in 2026. It sells around fifty different types, including special salted varieties. The colourful displays look beautiful in photographs, and social media has helped spread the word. Nearby, another famous food shop offers an even bigger choice. Tourists come looking for something unusual to take home, while cooks compare flavours like other people compare expensive wines.

3 Butter was not always treated with this much love. For years, many people tried to cut down on it because it contains a lot of saturated fat. Margarine and vegetable oils became popular alternatives. Now butter is appearing again in fashionable restaurants and online cooking videos. Chefs whip it until it is soft, add herbs or serve it with warm bread before the main meal.

4 Why are people so excited about something ordinary? Part of the answer is taste. Good butter can be creamy, rich and slightly salty, with different flavours depending on how it is made. It can turn a simple piece of toast into a delicious breakfast. And buying a special packet of butter costs much less than booking an expensive holiday or buying a designer handbag.

5 There is also something comforting about familiar food. People often enjoy small treats when life feels stressful or uncertain. Fresh bread and butter can feel like a luxury. But some chefs are worried about the trend. Huge displays made for photographs may lead to food waste. Not everybody thinks a mountain of butter looks appetising.

6 The new excitement does not mean butter has become a health food. It still contains plenty of saturated fat, so how much we eat matters. Nutrition advice has not disappeared just because an ingredient is fashionable. Perhaps the sensible approach is to enjoy good butter sometimes, without going overboard. Next time you spread it on toast, you might look at it differently. What used to be a basic kitchen item has become the star of the show.

Sources: The Guardian. Picture: AI illustration.

4 True, false or not given

Circle **T** (true), **F** (false) or **NG** (the article does not say).

1. The Paris shop sells roughly fifty kinds of butter. T F NG
2. It was very hot in Paris when the shop opened. T F NG
3. The text says that butter is now a health food. T F NG
4. The shop plans to open branches in other countries. T F NG
5. Butter has always been loved as much as it is today. T F NG

5 Vocabulary

Complete the sentences with words from the box. Two words are not needed.

colourful **comforting** **familiar** **ordinary** **sensible** **uncertain** **unusual**

1. It is _____ to carry water when you walk in hot weather.
2. A hot bowl of soup can be very _____ on a cold, rainy evening.
3. A shop that sells only butter is _____, because most shops sell many things.
4. The song was _____ to me because I had heard it many times.
5. It was just an _____ Tuesday, so nothing special happened.

6 Verb forms

Write the correct form of the verb in brackets.

1. On a hot summer day in Paris, Erwan Leo _____ a new shop. (OPEN)
2. Butter was not always _____ with this much love. (TREAT)
3. Perhaps the sensible approach is _____ good butter sometimes. (ENJOY)
4. Tourists come _____ for something unusual to take home. (LOOK)
5. Nutrition advice has not _____ just because an ingredient is fashionable. (DISAPPEAR)

7 Language focus: linking words

Complete the sentences with words from the box. Two words are not needed. Linking words join ideas. Ask yourself: is the second idea a result, a reason, a contrast or something at the same time?

although	because	however	instead	so	unless	while

1. I wanted a hot drink, _____ I made some tea.
2. _____ of cheese, we bought butter.
3. The shop closed early _____ the heat was too strong.
4. The butter is expensive. _____ , many people still buy it.
5. Please wait outside _____ I find us a table.

SPEAK

8 Talk about it

Discuss in pairs or small groups. Give reasons for your answers.

1. When is a food trend worth the fuss?
2. Would a special version of an everyday food feel like a treat or a waste?
3. What familiar food from your area deserves more attention?

9 Role-play: a trip to the butter shop

Work in pairs. Read your card, then have the conversation. Swap roles and do it again.

Student A · the food fan

You've seen a shop that sells fifty kinds of butter. You want to spend Saturday morning there. Persuade your friend to come. Say why it's worth a trip.

Student B · the sensible friend

You think queuing for butter is silly. You'd rather save money and cook at home. Ask questions, then agree on a plan you both like.

Useful phrases

Have you seen this shop?

I'd love to go on Saturday.

Is it really worth queuing for?

I'd rather save my money, to be honest.

We could go early, so there won't be a queue.

Let's meet in the middle: shop first, then lunch at home.

Afterwards, tell the class: where did you decide to go, and who gave way?

ANSWER KEY

2 Key words

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

4 True, false or not given

1 T · 2 T · 3 F · 4 NG · 5 F

5 Vocabulary

1 sensible · 2 comforting · 3 unusual · 4 familiar · 5 ordinary

6 Verb forms

1 opened · 2 treated · 3 to enjoy · 4 looking · 5 disappeared

7 Language focus

1 so · 2 Instead · 3 because · 4 However · 5 while

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