

Starbucks introduces new beverages featuring extra virgin olive oil

Vocabulary Match

beverages ● range ● purported ● revolutionize ● encounter ● incorporating ●
● meeting ● assortment ● claimed ● adding ● drinks ● transform

Article

Starbucks has introduced Oleato, a new range of beverages in Italy featuring extra virgin olive oil, contributing an additional 120 calories per serving. The lineup includes the Oleato latte (oat milk and olive oil), Oleato ice shaken espresso (oat milk, hazelnut flavor, and olive oil), and Oleato golden foam cold brew.

Southern California will welcome these drinks this spring, with further information on the US release to follow. The UK, Middle East, and Japan will also see the rollout in 2023. Starbucks aims to entice customers with the unique flavor profile and the purported health benefits of extra virgin olive oil. The company believes Oleato will revolutionize the coffee sector and generate significant profits.

The concept was sparked by former Starbucks CEO Howard Schultz's encounter with olive oil producer Tommaso Asaro, who recommended consuming a tablespoon of olive oil daily. This prompted Schultz to consider incorporating it into his coffee routine. Schultz is in Italy to observe the reaction to Oleato's launch, following Starbucks' first Italian opening in 2018.

Quiz

1. What are the three drinks in the Oleato lineup?
2. Who recommended consuming a tablespoon of olive oil daily?

Conversation

A: Have you tried the new Starbucks drinks with olive oil?
B: No, I haven't. Are they any good? Sounds a bit weird to me.
A: They're delicious! And they're supposedly healthy too.
B: Really? Hmm... I might have to give them a try then.
A: You should! I recommend the Oleato latte.
B: Thanks for the suggestion. I'll let you know what I think.

Discussion

1. Do you like trying new and unique food and drink combinations?
2. Do you believe in the health benefits of certain foods or ingredients?
3. How do you think Starbucks can continue to innovate and attract customers?