

The Lazy Editor

Donut Goes to China

How one American company tried, failed, and tried again to make its famous donuts a success overseas **By Maggie Pierce**

Directions:

Read the article, which has many mistakes. Then follow the prompts in the yellow box on the next page.

1 Imagine you are on a great adventure traveling across China. You've seen beautiful temples, explored ancient ruins, and visited bustling cities. You taste many new flavors—from savory pork dishes to fragrant teas. But now you felt homesick. You saw a sign for Dunkin' Donuts and think a taste of home is exactly what you need to lift your spirits.

2 As you walked through the doors, you can almost taste your favorite chocolate frosted donut melting in your mouth. Then you look at the donut menu. Pork floss? Red bean and chocolate? Black sesame? You were confused. Why would Dunkin' Donuts have a different menu in China?

3 Dunkin' opened its first stores in China in 1994, believing America's most popular donut chain



This is a pork floss donut. Pork floss is fluffy dried meat that is popular in China. Left: Dunkin' Donuts in Shanghai, China.

would be a hit there too but sales were low and it turned out that the Chinese people were not fans of sugary breakfast treats, nor did they drink much coffee, another product Dunkin' is known for. Within a few years, Dunkin'

Donuts had closed all its stores in China.

4 Dunkin' Donuts did not give up though. Like many American food companies—Starbucks, McDonald's, Kentucky Fried Chicken—Dunkin' knows that selling products in other countries, and in China especially, can be highly profitable, with a population of almost 1.4 billion, China is an enormous market for everything from food to clothes to steel and success there can mean billions of dollars. In 2015, Dunkin' executives decided to try opening stores in China again. This time, though, they would make some big changes to their menu.

We love this story. Too bad we couldn't be bothered to edit it! **Will you fix it for us?**



5 Dunkin' isn't the first company that has had to change its recipes to suit the tastes of other cultures, KFC customers in China snack on the



The McAlloo Tikki—a vegetarian favorite at McDonald's India

Dragon Twister, a wrap filled with fried chicken, cucumbers, and Chinese duck sauce, and in India, a country with a large vegetarian population, diners at McDonald's love the McAlloo Tikki, a potato-and-pea patty on a toasted bun. In Japan, Taco Bell offers a shrimp, avocado, and wasabi burrito, while Nestlé sells Kit Kat bars in such flavors as green tea and sweet potato.

6 To figure out how to appeal to customers in China, Dunkin' did an enormous amount of work. Researchers studied what people in China liked to eat and drink and learned that they preferred tea over coffee and savory breakfast foods like pork buns over sweet pastries. Dunkin' also tested new products at select stores and put together panels of consumers to try new menu items. Now, alongside classic flavors, Dunkin' stores in China offer donuts in such flavors

as chili oil. And seaweed. To wash these tasty donuts down, customers can order a Dunkaccino (a green tea latte).

7 The menu isn't the only thing that changed. The store design is different too. Research showed that customers in China wanted something fancier. So Dunkin' decorated its stores with modern wooden decor. As well as digital menu displays and comfy chairs.

8 To date, Dunkin' Donuts has 34 stores across China, and business is good. The company plans to open 1,500 more stores in the coming years. And expand to other countries as well. For now, the only way to taste a pork floss donut is to go all the way to China. Maybe one day, though, some of Dunkin's new flavors will make their way to a store near you. Which one would you try? ●



A seafood burrito from Taco Bell Japan

Find It/Fix It

Directions: Can you find and fix all the errors in the article? Write the answers on your own paper.

Paragraphs 1 & 2: What happened to the verbs in these paragraphs? Please fix five verbs that are in the wrong tense.

Paragraphs 3, 4 & 5: Some of these sentences are very looooooong. Please break them into shorter sentences.

Paragraphs 6, 7 & 8: There are four fragments in these paragraphs. Please fix 'em!

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