

Sandwiches with an International Flavor

Difficulty:

AVERAGE

Date of release:

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Discussion activities to be done after completing this EA lesson

Today's report is about a different sort of take-away food shop. Who runs it? What do they make that is different? Why was the shop given its name? What do people think about it?

Extension discussion topics

A. Talking about and going over the specific topic / idea / issue in listening text

Introduction = What is so special about the sandwich shop? Why was the shop given its name? What do people think about it?

1. What did we learn in the report about the owner of SUNdeVICH?
 - His name is Ali.
 - He learned how to cook from his mother.
 - He's from the Middle East (Iran actually, though it's not in the audio).
 - He likes to use traditional ideas but with his own spin.
 - He uses local ingredients.
2. What did we learn about the SUNdeVICH shop?
 - It's in north-west Washington.
 - It got its name from the way certain people pronounce the word "sandwich".
 - It has no freezer.
 - It has no walk-in cooler.
 - It won a Washington Post award for the best sandwich shop in the city.

Have you ever voted for the "best" anything? What was it? Did your favorite win in the end?

3. What did we learn about the sandwiches Ali makes and sells?
 - They are named after cities around the globe.
 - They are made fresh every day.
 - They are made with local ingredients, golden baguettes (Ali's special recipe - see SUNdeVICH website - and world flavors).
 - The Iranian one seems to have authentic flavors (according to one customer).
 - The taste speaks for itself.
 - They have a "wow" factor.
 - They are very popular ("... then the line went out the door.").

What do you think could be different about Ali Bagheri's baguette recipe?

B. Expanding on (one of) the topics / ideas / issues in listening text

Topic = Sandwiches.

1. SUNdevICH in fact has 13 sandwiches named after cities around the world. The table below lists the names of the cities. From what you know about these places, what ingredients would you expect to find in the sandwiches? Work in pairs or groups. Then look at the website (<http://www.sundevich.com/menu.html>) and compare your ideas to reality. How well did you guess? Do you know what all the ingredients are? If not, find out. Do you know which countries are represented by these cities?

Sandwich name	Your filling ideas	Actual ingredients
Athens		
Beirut		
Berlin		
Buenos Aires		
Cairo		
Capri		
Isfahan		
Istanbul		
Kingston		
Madrid		
Moscow		
Saigon		
Shiraz		

2. Choose a well-known city in your country. What do you think people would expect to find as ingredients in a sandwich named after this city? If you were to make such a sandwich, what would you put in it?
3. Do people in your country eat sandwiches? If so, which fillings are the most popular? Why do you think that is? Do you think such sandwiches are healthy? Why / why not?
4. Do you eat sandwiches in the country you live in now? Why? Why do people eat sandwiches generally? Do you agree with this attitude?
5. Do you know the history of the sandwich?
If not, look it up here (<http://en.wikipedia.org/wiki/Sandwich>) and describe what you find out. On this page is a list of popular sandwiches in the US. Which one would be your favorite? Why?

C. Extending discussion of (one of) the topics / ideas / issues in listening text

Topic = The power of the press.

1. In the report we learned that, thanks to the Washington Post award of best sandwich shop in the city, SUNdeVICH has become very popular. Do you think the shop would have become as popular without the award. Why / why not? Apart from restaurants, in what other areas can newspapers influence their readers in their daily lives? (*reviews on films, theatre, books, music, holiday destinations, cars, horoscopes...*)
2. The Washington Post is the biggest newspaper in Washington. What is the most important newspaper in your city or country? Do people generally believe everything they read in that newspaper? Does the newspaper support one particular political party? Does it influence what people think? Are you influenced by this newspaper? Why / why not? In some countries newspapers are controlled by the government. Is this the case in your country? Do you know of anyone who has tried to publish a newspaper and was prevented from doing so?
3. In the UK there is a current scandal about phone hacking of well-known people by reporters from the News of the World newspaper. Why did they do it? What happened to the newspaper? What has happened to the reporters involved? What were some of the consequences for the people who were targeted? Do you think phone hacking could ever be justified for journalism? Why / why not?
See:
<http://www.telegraph.co.uk/news/uknews/phone-hacking/8634176/Phone-hacking-timeline-of-a-scandal.html> (complete history)
or
<http://www.reuters.com/article/2011/11/30/us-newscorp-hacking-events-idUSTRE7AT1GI20111130> (2011 only)
4. Could such a thing ever take place in your country or not? Why? Would you read a newspaper which used such tactics? Why / why not?

Audioscript

Anyone can make a sandwich. But only Ali Bagheri makes a sandwich with an accent.

"Those of us from the Middle East and Eastern Europe all pronounce the word 'sandwich,' 'sundeviceh.' So we joked around and we're like 'What do we call it? Oh my... SUNdeVICH!'"

But the international flavor of SUNdeVICH goes beyond just the name of his restaurant. The menu reads like the stamps on a passport - with sandwiches named for cities around the globe.

"Every city really reflects on the flavor profile. It's important that we stay true to what the inspiration was, but still put our own spin on it."

His mom helps with that spin... but this is Bagheri's kitchen.

"It's funny to have the tables turned... that watching her little by little, and now she asks me, 'Hey taste this... is this okay? Does this need salt?'"

The mother-son team uses local ingredients to make foreign favorites - like tongue sandwiches and kabob.

"We don't have a freezer. We don't have walk-in coolers. We prep what we can for the day. We sell what we can for the day. And then we start again tomorrow."

All while staying true to tradition.

"We subscribe to the techniques and ideologies that have been around for thousands of years. Every operation is different. You have different equipment, you have different staffing... you have certain limitations in every area. You just gotta see what works best for you."

And it seems like things are working well for Bagheri. Washington Post readers recently voted SUNdeVICH the city's best sandwich shop.

"We never thought we would win. We just wanted to get, capture a little bit of a* market share just so our name remained on there. Next thing we know, they're coming in and they're like, "You won... this happened..." and then the line went out the door."

"I heard that it's got an award for the best sandwich in the city."

"Our neighbors told us about it personally."

"I used to work at an Iranian / Mediterranean restaurant... it was delicious... and I remember the meat; the kubideh. (...) I love Iranian food, and it seems very authentic."

"Our whole thing was: let the food speak for itself. You're not sure what to order; you're kind of hesitant. But once you bite into the sandwich... you're a believer from there, and that was all we want**: that 'wow' factor that's gonna just surprise you."

Perhaps not surprising is the inherent challenge a sandwich shop faces.

"A sandwich is probably one of the first things you made as a kid. Whether it was pb&j or a baloney and cheese... everyone considers themselves a... 'I make great sandwiches!'"

Bagheri said he makes great sandwiches from local ingredients, golden baguettes, and flavors inspired from around the world. And that sounds good in any language.

At SUNdeVICH in north-west Washington, Arash Arabasadi, VOA News.

* The speaker should say: "**the market share**".

** The speaker should say: "**wanted**".