

2011년 3월 10일 키워드 스피킹 방송 / 주제: 커피값 거품

Paul's Summary (transcribed)

It was reported recently that the average Korean adult drank approximately 312 cups of coffee last year. It's no wonder. If you walk down a street in downtown Seoul, you will find several **coffee stores** within just a five minutes' walk. Within a one-hundred meter **radius** of the Gangnam Station area, there are at least six Starbucks **locations** and perhaps seven Coffee Bean cafes. Do Koreans have the genes for loving coffee and just haven't realized it? Or is it just a temporary trend set by those who love to **consume the luxurious atmosphere related to drinking coffee**? Does it sound reasonable to drink a 5,000 won cup of coffee after having a 5,000 won meal?

What was more surprising in the report was that the price for the **coffee beans** needed for a 4,000 cup of Americano **costs only 123 won**. Of course, the price of 4,000 won contains a lot of **overhead costs**, such as the **store rent, manufacturing fees** and **salaries of employees**. Even after considering the "economics of coffee," coffee prices in Korea look ridiculous.

Some point a finger to a group of 된장녀, or **Korean women in their 20's who are extremely attached to spending their money on luxury items**. What they are consuming is not the coffee itself, but the fact that "I am a coffee lover."

Whatever the truth is, we should confess that everyone needs caffeine to some extent. If the smell of coffee really **gets you going**, then why not go for it? However, one more thing that is for sure is if Korea's coffee price bubble pops, there will be more people who will be able to enjoy the irresistible taste of coffee.

Key Words

1. 커피전문점 coffee franchise, café or coffee shop/store(전문점을 개별적으로 지칭)
2. 분위기를 소비하다 consume the atmosphere related to drinking coffee
3. 커피 원두 coffee beans
4. 각종 소요 비용 overhead costs
5. 임대료 store rent/lease
6. 가공비 manufacturing fees
7. 인건비 salaries/wages of employees
8. '된장녀'를 설명하기 위한 형용사들: attached to luxury items, materialistic, superficial, shallow, skin-deep, gold digger(돈을 보고 결혼하는 여성), vain, vanity, petty
9. 명품 luxury item
10. 커피가격 거품 coffee price bubble, price of coffee is inflated

More Key Words

1. 귀에 거스르는 소리: nails on a chalkboard
2. 커피 (속어): joe, java
3. 커피의 카페인 섭취로 힘이 나는 것: caffeine kick
4. 카페인 없는 커피: decaffeinated coffee, decaf
5. 사람들과 어울리다 socialize
6. 가격이 적절한 tolerable
7. 정신차려라 wake up and smell the coffee