The Bakery on Green Street (B1 · English B1)

Tekst / Transcript

Maria opened her small bakery three years ago. At first she sold only bread and simple cakes. Her menu was short, and her prices were low. Slowly the shop became popular with people from the whole street. Last spring a new bakery opened on the corner, and suddenly Maria had a real competitor.

The new shop looked modern and bright. Maria walked past it every morning on her way to work. She made a quiet comparison between the two windows, and she did not feel happy. The other bakery sold twelve kinds of bread. Her own window looked small and old. Some customers stopped coming, and one of them even sent her a friendly complaint about the price of her coffee. Maria read the message twice. She wanted to answer it well, so she sat down and tried to concentrate on the problem for an hour.

Her daughter Ana came to help her that weekend. Together they wrote down every cost on paper. The list was long and rather complex, but it showed something clear. Maria's bread consisted of only four ingredients, and all of them came from local farms. The new bakery used cheap flour from a big factory. Ana called the farm and asked the farmer to confirm the delivery for the next month. He promised more flour at the same price. "People care about this," Ana said. "There is a strong connection between good flour and good bread."

Maria decided to change her window instead of her recipe. She put a photo of the farm next to the bread, with a short text about the family who grew the wheat. She also lowered the price of her coffee, because she did not want to lose the morning customers. The consequence of that small change surprised her. Within two weeks the shop was busy again at eight o'clock. Some people came only for coffee, but then they consumed a warm roll as well.

At the end of the month Maria counted the money. She could finally conclude that the difficult spring was over. Ana laughed and said her mother had become quite competitive after all. Maria did not agree with that word. Her conclusion was simpler: good bread and honest prices always find their people.

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