

## Korrekturhinweise

I did it my way

|   | akzeptiert   | nicht akzeptiert   |
|---|--|--|
| 0 | by number  |  |
| 1 | <b>pronounce Chipotle</b><br><br>pronounce it<br>pronounce it themselfe<br>pronounce the company name<br>pronounce the name<br>pronounce the restaurant name | choose ingredients<br>dinner party<br>eat Mexican food<br>generate fast cash<br>get out and order<br>go through line<br>go through the line<br>have an open kitchen<br>make fast food<br>make their own meal<br>order<br>order by number<br>order their meal<br>pronounce the ingredients<br>pronounce the meal<br>select the food ingredients<br>select their ingredients<br>select their own ingredients<br>select your ingredients  |
| 2 | <b>generate fast cash</b><br><br>gain money very fast<br>get fast cash<br>have money fast<br>make fast cash<br>needs generate fast cash                      | <i>(answers which do not mention the aspect of earning money are not accepted; answers referring to the way how Ells earned the money he needed are also not accepted)</i><br><br>graduate<br>graduate a college<br>graduate the Culinary Institute<br>have a partner<br>invest 85000 dollars<br>invest money <i>(this is only a means to generate fast cash; the text also does not specify whether Ells invested money for the first restaurant)</i><br>light it up<br>loan money<br>open a gourmet restaurant<br>open his first Chipotle<br>open just one more<br>reinvent traditional Mexican food<br>run his own restaurant<br>select his ingredients<br>take a loan<br>take his father's money<br>taste everything by himself<br>to open a taqueria<br>work quite hard |

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|---|---|---|
| 3 | <b>open a second restaurant</b><br><br>could open one more<br>expand<br>go and expand<br>he open one more<br>open a new restaurant<br>open another restaurant<br>open another Mexican restaurant<br>open just one more<br>open one more restaurant<br>run a second restaurant | as before<br>as he had dreamt<br>buy pasture-farmed pork<br>investment<br>light it up<br>make it sexier<br>offers bold flavours<br>open a taqueria<br>open one more time<br>reinvent traditional Mexican food<br>smell and taste it<br>with a loan  |
| 4 | <b>Small Business Administration loan</b><br><br>credit for expansion<br>investment from McDonald's<br>loan<br>money by Mc Donald's<br>money for expansion  | \$85.000 investment ( <i>this was before and not after<br/>Ells invested the profits from his first Chipotle<br/>restaurant</i> )<br>a chance ( <i>too vague</i> )<br>a expansion<br>a lot of money ( <i>too vague</i> )<br>a restaurant<br>a second Chipotle<br>dozen restaurants<br>fast food chain<br>food<br>given a surprising source<br>idea to McDonalds<br>investment<br>loan from McDonald's<br>majority shareholder<br>majority shareholder<br>McDonalds<br>money from his father ( <i>this was before and not<br/>after Ells invested the profits from his first<br/>Chipotle restaurant</i> )<br>profit<br>profit by McDonald's<br>restaurant to his father<br>single high-end one<br>Small Business Administration<br>third small business |
| 5 | <b>a dozen restaurants</b><br><br>12 restaurants<br>a dozen of restaurants<br>a dozen restaurant<br>dozen of restaurants<br>dozen restaurant<br>dozen restaurants<br>had a dozen restaurants  | 535 restaurants<br>775 restaurants<br>a fast food restaurant<br>a high-end restaurant<br>a surprising source<br>a taqueria<br>another restaurant<br>fast cash<br>going our separate way<br>his own<br>his second one<br>his third restaurant<br>McDonald's<br>more restaurants ( <i>too vague</i> )<br>partnership<br>restaurant chain<br>restaurants<br>three restaurants<br>two McDonald's<br>with McDonald's   |

|   |  |   |
|---|--|---|
| 6 | <b>majority shareholder</b><br><br>majority investor<br>majority shareholder McDonald's  | administration loan<br>biggest company<br>different kinds of food<br>expansion<br>fast-growing chain<br>fast-growing chain<br>founder of the growth<br>kinds of food<br>market leader<br>McDonald's<br>minority investor<br>money<br>money for expansion<br>partner<br>partnership<br>profit<br>separate biggest restaurant<br>separate ways<br>shareholder<br>the growth<br>the number one<br>world's biggest food chain |
| 7 | <b>organic produce</b><br><br>adding more organic produce<br>more organic produce<br>more organic resources<br>organic products<br>organic and sustainable food<br>organic food<br>organic produced food<br>organic sustainable resources<br>products from sustainable resources<br>sustainable food resources<br>sustainable resources<br>sustainable resources | America grows<br>American products<br>artificial hormones<br>fresh ingredients<br>healthy products<br>his original menu<br>nothing less<br>organic additions<br>organic production<br>part of an organisation<br>resources<br>some restaurants  |

## Begründungen

0

The text says: "They said people have to order their meal by number. But I said no, you have to go through the line and select your ingredients." Therefore, Elys disliked the idea of his guests choosing the food by number.

1

The text says: "And everyone gave me grief over the name: Nobody'll be able to pronounce it!" Therefore, Elys's colleagues thought people would find it difficult to pronounce Chipotle.

2

According to the text, Elys "had long dreamt of running his own gourmet restaurant but needed to generate fast cash." Therefore, to make his wish come true, Elys had to generate fast cash.

3

The text says: "And it didn't take long before there was a line of people waiting to get in! So I thought, maybe I'll open just one more." Therefore, after his first success, Elys felt he might as well open just one more.

4

According to the text, the “second [restaurant] was funded with the profits and the third with a Small Business Administration loan.” Therefore, after investing his own earnings, Ells was given a Small Business Administration loan.

5

The text says: “By the time Ells had a dozen restaurants, he’d given up on the idea of a single high-end one.” Therefore, Ells stopped dreaming about an individual gourmet place after setting up a dozen restaurants.

6

According to the text, Ells “got the money for expansion from a surprising source, McDonald’s, first as a minority investor and then three years later as the majority shareholder.” Therefore, Ells’s business partner increased investment to become the majority shareholder.

7

According to the text, Ells “just keeps adding more organic produce from more sustainable resources.” Therefore, Ells has increased the use of organic produce.