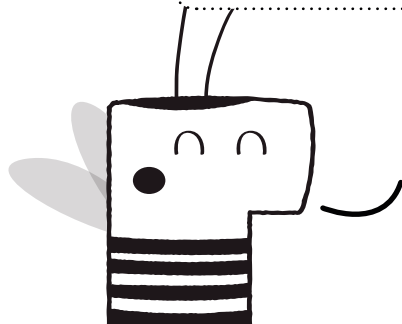


Name: _____

Group: _____



The lollipop was born to avoid children getting dirty with sweets and today it sells 18 million units a day. It is the lollipop 50th birthday.

The lollipop was born 50 years ago as a practical and intelligent solution to avoid little children to get their hands dirty with sweets.

Half a century later, the lollipop has become a global phenomenon. A business and commercial success that became fashionable thanks to its ingenious simplicity in the sophisticated industry of sweets.

Eric Bernat, the creator, invented the ultra-famous sweet stick in 1958. Everyday 18 million units come out on the global market in almost 160 countries.

The first manufacturer of the universal sweet stick was Granja Asturias S.A.

From 2006, the brand is owned by an Italian-Dutch multinational who makes the lollipops in 127 flavours.

For some people the lollipop is, together with the mop, the great Spanish invention of the 20th century.

Simplicity is the secret of its success, from a modern and innovative sweet, to a pop icon of the 20th century.

It was the first sweet to travel into space and if you put all the lollipops made in the last 5 decades one after another, there would be enough lollipops to go round the Earth almost 20 times.

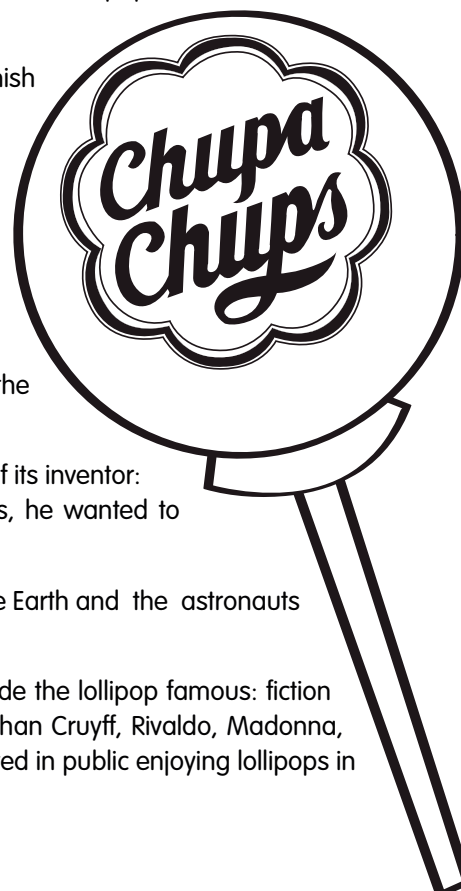
Something as simple as adding a stick to a sweet ball was crucial for the mothers who refused to buy sweets to their children.

The secret of the success of the lollipop was thanks to the business vision of its inventor: Eric Bernat Fontlladosa (1923-2003). From the beginning of the business, he wanted to build an empire as big as Coca-Cola.

The sweet stick has made history because it was the first sweet to orbit the Earth and the astronauts in the MIR station tasted them in 1995.

Actors, sport people, politicians, singers, models and astronauts have made the lollipop famous: fiction characters such as Kojak detective (Telly Savalas), and celebrities like Johan Cruyff, Rivaldo, Madonna, Harrison Ford, Giorgio Armani, Mariah Carey or the Spice Girls who appeared in public enjoying lollipops in many different flavours.

Bernat named the first lollipop 'Gol', because of its shape of a ball.





He changed it to 'Chups', because an advert agency told him it was easier to introduce them in the global market with that name. Later, it was the people who added 'chupa', from the advertising song.

In 1970, Bernat ordered a new logo to a famous artist: a yellow daisy with an american font, it was modern and transgressive for the time. The artist got paid a lot of money for it.

The lollipop is a ball made of sugar, water and glucose, heated until water evaporates and then acid and scent are added.

So, the basis of the lollipop is the same as any other sweets; the difference is the scent and the colouring. There are more than 127 flavours today. Flavours as different as daikiri, baked apple, piña colada and even chilli.

When the dough is ready, it's homogenized and put into moulds. Finally, the stick is added, it is cooled down and wrapped in the typical cellophane. This last step is very important because the visual aspect to sell the product is very important. Colourful attractive and flashy sweets always whet your appetite, especially if they are near the checkout points in the shop.

GLOSSARY

To avoid: to prevent something bad from happening (evitar)
 A business and commercial success: A good commercial result. (èxit comercial)
Fashionable: According to the latest fashion. (de moda)
Sweetie: (Used by and to children, a sweet.) (caramelet)
Sweet stick: A thin rod of plastic holding a sweet. (pal amb caramel)
Global Market: Business trade concerning the whole world. (mercat global)
Manufacturer: A firm that manufactures goods. (fabricant)
Brand: the name of the company who makes a product. (marca comercial)
Flavour: A taste; A quality that only the tongue can experience. (sabor)
 a famous person or thing that people admire and see as a symbol of a particular idea.(símbol, icona)
To refuse: to say that you will not do something. (refusar)
To build an empire: To increase the size of an individual or organization's power and influence. (construir un imperi)
To name: To give a name to. (anomenar)
Shape: The outer form of something. (forma)
Advert Agency: agency encouraging people to buy. (agència publicitària)

Advertising song: a song used to make people buy something. (cançó de l'anunci)
Logo: A printed design or symbol that a company uses. (logo)
Daisy: A very small flower, which is white around and a yellow centre. (margarida)
To heat: To make or become warm or hot. (escalfar)
Scent: A particular usually pleasant smell. (aroma)
Dough: Flour mixed with water ready for baking. (pasta)
To homogenize: To make a mixture become evenly spread through the whole. (homogenitzar)
Mould: A container of a particular shape, into which some soft substance is poured, so that when the substance becomes cool or hard, it takes this shape. (motle)
To cool down: To become neither warm nor very cold. (arrefredar)
To wrap: To cover something in a material folded around. (embolicar)
To whet one's appetite: make you want more. (obrir la gana)
Checkout point: the place where you pay for the things that you are buying in a supermarket. (caixa d'un supermercat)

1 WE ARE CURIOUS



1. What did Enric Bernat's parents and grandparents do for work?
2. What's the Pop culture?
3. What's MIR station?
4. Who was the artist who designed the brand logo?
5. In 2009 the sale of lollipops in the city of the rising sun increased a lot thanks to the ex prime minister who was seen eating the famous sweet, which country are we talking about?

