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day 39 flavours and appetite

Chinese TOCFL C in 142 days
unit 6 · food, shopping & money

Talk about taste, appetite and how food is cooked and kept, and make a fallback argument with 退一步說.

Food is how Taiwan talks. And when your first argument doesn't land, 退一步說 ("even if we grant that…") lets you fall back to a point nobody can refuse.

words

word	pinyin	meaning	example
調	diào	transfer, move (to another post)	他下個月要被調{diao4-tc}到臺中的分公司。 Next month he's being transferred to the Taichung branch.
潑	pō	splash, throw (a liquid)	他不小心把湯潑在我的衣服上。 He accidentally splashed soup on my clothes.
胃口	wèikǒu	appetite	天氣太熱，我一點胃口都沒有。 It's so hot I have no appetite at all.
有機	yǒujī	organic	這家超市賣很多有機蔬菜。 This supermarket sells lots of organic vegetables.
冷凍	lěngdòng	freeze; frozen	吃不完的水餃可以先冷凍起來。 Dumplings you can't finish can go in the freezer.
蒸	zhēng	steam (food)	王|阿姨的包子都是自己蒸的。 Auntie Wang steams all her buns herself.
滋味	zīwèi	taste, flavour; how something feels	第一次一個人住，才知道想家是什麼滋味。 Living alone for the first time, I learned what homesickness feels like.
解渴	jiěkě	thirst-quenching	夏天喝冰的綠茶最解渴。 Iced green tea is the best thirst-quencher in summer.
盛	shèng	flourishing, in full bloom; grand	公園裡的花開得正盛。 The flowers in the park are in full bloom.
脂肪	zhīfáng	fat	這種牛奶的脂肪比較少。 This kind of milk is lower in fat.
剝	bō	peel	你幫我剝一下橘子好嗎？ Could you peel this mandarin for me?
腐爛	fǔlàn	rot, decay	冰箱裡的水果都腐爛了。 The fruit in the fridge has all gone rotten.
豐盛	fēngshèng	lavish, sumptuous (a meal)	過年的晚餐總是特別豐盛。 New Year's Eve dinner is always a real feast.
油條	yóutiáo	youtiao (fried dough stick)	我早餐最喜歡吃燒餅油條，配一杯豆漿。 My favourite breakfast is a sesame flatbread with youtiao and a soy milk.
饞	chán	greedy (for food), craving	看到你吃，我也饞了。 Watching you eat makes me want some too.

分量	fènliàng	portion, amount; weight	這家店的分量很大，兩個人吃一份就夠了。 The portions here are huge: one is enough for two.
慘重	cǎnzhòng	heavy, disastrous (losses)	這次颱風讓很多農民損失慘重。 This typhoon caused heavy losses for many farmers.
點子	diǎnzi	idea	這是個好點子！ That's a great idea!
負	fù	bear, take on; owe; minus	這次的錯，由我負全部的責任。 I take full responsibility for this mistake.
計	jì	count, calculate	停車費按小時計。 Parking is charged by the hour.
寬廣	kuānguǎng	broad, wide, vast	這條路又直又寬廣。 This road is straight and wide.
趴	pā	lie on your front; lean (on a desk)	他太累了，趴在桌上睡著了。 He was so tired he fell asleep with his head on the desk.
無形	wúxíng	invisible, intangible	父母的期待給了他無形的壓力。 His parents' expectations put an unspoken pressure on him.

pattern 退一步說: even supposing, at the very least

退一步說， **就算 / 即使 X，** **也 / 起碼 Y**

Literally "taking a step back". You give up some ground ("OK, even if X is true...") and then make a point that still stands. It often comes with 就算……也 or 起碼.

這份工作很累。退一步說，起碼薪水不錯。 **zhè fèn gōngzuò hěn lèi tuì yí bù shuō qǐmǎ xīnshuǐ búcuò** This job is tiring. But at the very least, the pay is good.

你不喜歡他沒關係，退一步說，你們起碼是同事。 **nǐ bù xǐhuān tā méiguānxi tuì yí bù shuō nǐmen qǐmǎ shì tóngshì** It's fine if you don't like him. But at the very least you're colleagues.

退一步說，就算考不上，你也學到了很多東西。 **tuì yí bù shuō jiùsuàn kǎo bu shàng nǐ yě xué dào le hěn duō dōngxi** Even supposing you don't pass, you've still learned a lot.

dialogue thirty years of breakfasts

auntie wang 安娜，你今天胃口不錯嘛，吃了兩根油條。元氣恢復了吧？
Ānnà nǐ jīntiān wèikǒu búcuò ma chī le liǎng gēn yóutiáo yuánqì huīfù le ba · Anna, you've got your appetite back: two youtiao today. Feeling more like yourself?

anna 我的胃終於好了，西醫中醫都看過了！您的油條炸得最好，冰豆漿也很解渴。
wǒ de wèi zhōngyú hǎo le xīyī zhōngyī dōu kàn guo le nín de yóutiáo zhá de zuìhǎo bīng dòujiāng yě hěn jiěkě · My stomach's finally better: I've seen both Western and Chinese doctors! Your youtiao are the best, and the iced soy milk really hits the spot.

auntie wang 下個月，我的早餐店就開了三十年了。可是我兒子被調到臺中，沒有人幫我。我在想要不要把店收起來。
xià ge yuè wǒ de zǎocān diàn jiù kāi le sānshí nián le kěshì wǒ érzi bèi diào dào Táizhōng méiyǒu rén bāng wǒ wǒ zài xiǎng yào bu yào bǎ diàn shōu qǐlai · Next month my breakfast shop will have been open thirty years. But my son's been transferred to Taichung, and there's no one to help me. I'm wondering whether to close the shop.

anna 您兒子是孝子，他一定也很捨不得。
nín érzi shì xiàozǐ tā yídìng yě hěn shěbùde · Your son is so devoted to you: he must hate leaving too.

meiling 收起來？萬萬不行！要我說，您應該辦一個三十週年的活動，不計成本，辦得很熱鬧。要是活動失敗了，我負全部的責任。
shōu qǐlai wànwàn bù xíng yào wǒ shuō nín yīnggāi bàn yí ge sānshí zhōunián de huódòng bú jì chéngběn bàn de hěn rènao yàoshì huódòng shībài le wǒ fù quánbù de zérèn · Close it? No way! If you ask me, you should hold a thirtieth-anniversary event: never mind the cost, make it a big one. If it flops, I'll take full responsibility.

auntie wang 辦活動要花錢，我這種小店沒什麼賺頭。
bàn huódòng yào huā qián wǒ zhè zhǒng xiǎo diàn méishénme zhuàn tou · Events cost money. There's no profit in a little shop like mine.

anna 我還記得第一次來這裡吃早餐的情景。
wǒ hái jìde dì yī cì lái zhèlǐ chī zǎocān de qíngjǐng · I still remember the first time I had breakfast here.

meiling 退一步說，就算不辦大活動，起碼可以給老客人一點優惠，請大家回來吃。
tuì yí bù shuō jiùsuàn bú bàn dà huódòng qǐmǎ kěyǐ gěi lǎo kèrén yìdiǎn yōuhuì qǐng dàjiā huí lái chī · Even if you don't do anything big, at the very least you could give regulars a discount and get everyone back.

anna 我有個點子：做一份「三十年的滋味」菜單，把您最早賣的東西都拿出來。這三十年，您給了街坊鄰居一種無形的溫暖。
wǒ yǒu ge diǎnzi zuò yí fèn sānshí nián de zīwèi càidān bǎ nín zuì zǎo mài de dōngxi dōu ná chū lái zhè sānshí nián nín gěi le jiēfāng línjū yì zhǒng wúxíng de wēnnuǎn · I've got an idea: a "thirty years of flavour" menu, with everything you sold back at the start. For thirty years you've given the neighbourhood a kind of warmth you can't see.

auntie wang 最早賣的……就是蒸的饅頭、包子和油條。那時候我每天四點起來，先將麵揉好，累得常常趴在桌上睡著。早餐也沒有現在這麼豐盛。
zuì zǎo mài de jiù shì zhēng de mántou bāozi hé yóutiáo nà shíhòu wǒ měi tiān sì diǎn qǐlái xiān jiāng miàn róu hǎo lèi de chángcháng pā zài zhuō shàng shuìzháo zǎocān yě méiyǒu xiànzài zhème fēngshèng · What I sold first… steamed buns, baozi and youtiao. Back then I got up at four every day and kneaded the dough first; I was so tired I often fell asleep on the table. Breakfast wasn't as lavish as it is now.

meiling 那就對了！依我看，大家就是喜歡這種老味道。王阿姨心胸寬廣，對誰都好，大家一定會回來。
nà jiù duì le yī wǒ kàn dàjiā jiùshì xǐhuān zhè zhǒng lǎo wèidào Wáng āyí xīnxiōng kuānguǎng duì shéi dōu hǎo dàjiā yídìng huì huí lái · That's it! The way I see it, that old taste is exactly what people love. Auntie Wang, you're so big-hearted, you're kind to everyone: people will definitely come back.

auntie wang 好，我想想。你們兩個嘴這麼饞，第一個就請你們來試吃。
hǎo wǒ xiǎng xiang nǐmen liǎng ge zuǐ zhème chán dì yī ge jiù qǐng nǐmen lái shì chī · All right, I'll think about it. You two are so greedy, you can be my first taste-testers.

anna 沒問題！試吃這種事，我們最踴躍了！
méi wèntí shì chī zhè zhǒng shì wǒmen zuì yǒngyuè le · Deal! When it comes to taste-testing, we're always first

in line!

write it trace the grey, then write your own



配
pèi
match, go with

屬
shǔ
belong to; be born in the year of



春
chūn
spring

孫
sūn
grandchild

宗
zōng
clan, ancestor

good to know · Breakfast shops (早餐店) are everywhere in Taiwan: soy milk, youtiao, egg pancakes and sandwiches, usually from 5 or 6 a.m. until late morning. New meaning: 將 (jiāng) is also a formal 把, common in recipes and instructions: 將蛋打散 (beat the eggs). Speech uses 把.

You can talk about how food tastes, how it's made, and argue your way back from a lost point.
Do this day interactively, with audio and games, free at **wishyou.today/learning**

day 40 eating out

Talk about eating out, delivery and paying by phone, and say something is “not necessarily” so with 未必.

未必 is the polite way to disagree with a generalisation: expensive isn’t necessarily good, delivery isn’t necessarily worse.

words

word	pinyin	meaning	example
支付	zhīfù	pay	現在很多店都可以用手機支付。 Lots of shops now take payment by phone.
上門	shàngmén	come to the door, call on	修冷氣的師傅明天會上門。 The air-con repairman is coming round tomorrow.
甜美	tiánměi	sweet (taste, voice, smile)	她的聲音很甜美。 She has a lovely sweet voice.
沾	zhān	dip in; get (something) on	水餃沾一點醬油更好吃。 Dumplings taste better dipped in a little soy sauce.
餐具	cānjù	tableware, cutlery	|外帶{==takeaway}的話，需要餐具嗎？ For takeaway, do you need cutlery?
道地	dàodì	authentic, genuine	這家店的臺南小吃很道地。 This place does really authentic Tainan street food.
馬鈴薯	mǎlíngshǔ	potato	這道菜是用馬鈴薯和牛肉做的。 This dish is made with potato and beef.
櫻桃	yīngtáo	cherry	這些櫻桃是從美國進口的。 These cherries are imported from the US.
質量	zhíliàng	mass (physics); quality	這兩顆球大小一樣，質量卻不一樣。 These two balls are the same size, but their mass is different.
紅燒	hóngshāo	braise in soy sauce, red-cooked	我最喜歡媽媽做的紅燒牛肉。 My favourite is my mum’s soy-braised beef.
酒館	jiǔguǎn	pub, bar	這條街上有很多小餐廳和小酒館。 This street is full of little restaurants and bars.
烤肉	kǎoròu	barbecue; grilled meat	中秋節的時候，很多臺灣人喜歡在家門口烤肉。 At Mid-Autumn, lots of Taiwanese love a barbecue outside their front door.
麥子	màizi	wheat	麵包和麵條都是用麥子做的。 Bread and noodles are both made from wheat.
蜜	mì	honey	這杯茶裡加了蜜，喝起來很甜。 There’s honey in this tea, so it tastes sweet.
燕窩	yànwō	bird’s nest (a delicacy)	燕窩很貴，我只吃過一次。 Bird’s nest is expensive: I’ve only had it once.

未必	wèibì	not necessarily	貴的餐廳未必好吃。 An expensive restaurant isn't necessarily good.
吃力	chīlì	strenuous, hard going	爬這段樓梯對外婆來說很吃力。 Climbing these stairs is hard work for Grandma.
堵	dǔ	block (up); stifled	店門口被一輛車堵住了。 The shop entrance was blocked by a car.
概況	gàikuàng	general situation, overview	先跟我說一下這家公司的概況。 First give me an overview of the company.
檢討	jiǎntǎo	review (what went wrong), reflect on	活動結束以後，我們要好好檢討。 After the event, we need a proper review.
困境	kùnjìng	predicament, plight	很多小餐廳現在都面臨困境。 Many small restaurants are in a tough spot right now.
灑	sǎ	sprinkle; spill	最後在湯上灑一點鹽。 Finally, sprinkle a little salt over the soup.
顯現	xiǎnxiàn	show, become visible	運動的效果要過幾個月才會顯現出來。 The results of exercise take a few months to show.

pattern 未必: not necessarily

something | **未必** | **is / will …**

未必 means "not necessarily, may not". It softens a 不: 他不會來 says he won't come; 他未必會來 says he may well not. Use it to question an easy assumption: 貴的未必好.

名牌的東西未必比較好。 **míngpái de dōngxi wèibì bǐjiào hǎo** Brand-name things aren't necessarily better.

他今天未必會來，我們先吃吧。 **tā jīntiān wèibì huì lái wǒmen xiān chī ba** He may not come today: let's start eating.

考第一的人未必最聰明。 **kǎo dì yī de rén wèibì zuì cōngmíng** The one who comes top isn't necessarily the cleverest.

dialogue the little noodle shop

xiaowen 志明，聽說這家小店的客人，都是用你們公司的系統訂位的？
Zhìmíng tīngshuō zhè jiā xiǎo diàn de kèrén dōu shì yòng nǐmen gōngsī de xìtǒng dìngwèi de · Zhiming, I hear this little shop's customers all book through your company's system?

zhiming 對！老闆以前一個人接電話，接得很吃力。現在客人用手機就能訂位，還能先支付。效果三個月就顯現出來了。
duì lǎobǎn yǐqián yí ge rén jiē diànhuà jiē de hěn chīlì xiànzài kèrén yòng shǒujī jiù néng dìngwèi hái néng xiān zhīfù xiàoguǒ sān ge yuè jiù xiǎnxiàn chū lái le · Yes! The owner used to answer all the calls himself, and it wore him out. Now customers book by phone and can even pay ahead. Within three months you could see the difference.

meiling 你還別說，自從用了你們的系統，這家店每天晚上都客滿。
nǐ hái bié shuō zìcóng yòng le nǐmen de xìtǒng zhè jiā diàn měi tiān wǎnshàng dōu kèmǎn · You know what, ever since they started using your system, this place has been full every night.

xiaowen 志明，你們這個點子真不錯。
Zhìmíng nǐmen zhè ge diǎnzi zhēn búcuò · Zhiming, that's a really good idea of yours.

xiaowen 我正在做一集新聞，談小餐廳的困境。我先跟老闆了解了這家店的概況：房租越來越貴，很多小店損失慘重，都快撐不下去了。老闆說，以前他一個人又要煮麵又要接電話，常常記錯客人的訂位，客人很不滿意。後來用了你們的系統，他才慢慢走出了困境。
wǒ zhèng zài zuò yì jí xīnwén tán xiǎo cāntīng de kùnjìng wǒ xiān gēn lǎobǎn liǎojiě le zhè jiā diàn de gàikuàng fángzū yuèláiyuè guì hěn duō xiǎo diàn sǔnshī cǎnzhòng dōu kuài chēng bu xiaqu le lǎobǎn shuō yǐqián tā yí ge rén yòu yào zhǔ miàn yòu yào jiē diànhuà chángcháng jì cuò kèrén de dìngwèi kèrén hěn bù mǎnyì hòulái yòng le nǐmen de xìtǒng tā cái mànmàn zǒu chū le kùnjìng · I'm doing a news story on small restaurants in trouble. I got the owner to give me the general picture first: rents keep going up, lots of little places have lost heavily, and they can barely hang on. He says he used to cook the noodles and answer the phone all by himself, and he often got bookings wrong, which made customers unhappy. Only after he started using your system did he slowly get out of trouble.

zhiming 現在很多人不出門，等外送上門。你看，店門口都被外送的機車堵住了。小店不改變，終究會撐不下去。
xiànzài hěn duō rén bù chūmén děng wàisòng shàngmén nǐ kàn diàn ménkǒu dōu bèi wàisòng de jīchē dǔ zhù le xiǎo diàn bù gǎibiàn zhōngjiù huì chēng bu xiaqu · Lots of people don't go out now: they wait for delivery to come to the door. Look, the entrance is blocked with delivery scooters. If small shops don't change, they'll go under in the end.

meiling 可是外送的菜未必好吃。像這家的紅燒牛肉麵，分量大，麵是用臺灣的麥子做的，一定要在店裡吃才道地。
kěshì wàisòng de cài wèibì hǎochī xiàng zhè jiā de hóngshāo niú ròu miàn fènliàng dà miàn shì yòng Táiwān de màizi zuò de yídìng yào zài diàn lǐ chī cái dàodì · But delivered food isn't necessarily good. Take the braised beef noodles here: big portions, and the noodles are made from Taiwanese wheat. You have to eat them in the shop for the real thing.

zhiming 退一步說，就算送到家沒那麼好吃，起碼很方便。所以我們正在幫小店檢討：哪些菜適合外送，哪些不適合。
tuì yí bù shuō jiùsuàn sòng dào jiā méi nàme hǎochī qǐmǎ hěn fāngbiàn suǒyǐ wǒmen zhèng zài bāng xiǎo diàn jiǎntǎo nǎxiē cài shìhé wàisòng nǎxiē bú shìhé · Even supposing it's not as good once it reaches your home, at least it's convenient. So we're helping small shops review which dishes work for delivery and which don't.

meiling 外送的菜放久了，滋味就差多了。
wàisòng de cài fàng jiǔ le zīwèi jiù chà duō le · Once delivered food has sat for a while, it doesn't taste nearly as good.

xiaowen 這家的菜質量真好。我要在新聞裡加一段包水餃的教學。
zhè jiā de cài zhíliàng zhēn hǎo wǒ yào zài xīnwén lǐ jiā yí duàn bāo shuǐjiǎo de jiàoxué · The food here is such good quality. I'm going to add a dumpling-making tutorial to my story.

zhiming 小雯，在臺灣我們多半說「品質」。「質量」是物理課上的詞。
Xiǎowén zài Táiwān wǒmen duōbàn shuō pǐnzhí zhíliàng shì wùlǐ kè shàng de cí · Xiaowen, in Taiwan we mostly say 品質 for quality. 質量 is a word from physics class.

meiling 好了，別上課了，菜來了！看得我胃口大開。水餃沾一點醬油，再灑一點辣椒。老闆娘的笑容真甜美。
hǎole bié shàngkè le cài lái le kàn de wǒ wèikǒu dà kāi shuǐjiǎo zhān yìdiǎn jiàngyóu zài sǎ yìdiǎn làjiāo lǎobǎnniáng de xiàoróng zhēn tiánměi · OK, class dismissed, the food's here! It's given me a real appetite. Dip the dumplings in a little soy sauce and sprinkle on some chilli. And the owner's wife has such a sweet smile.

xiaowen 看起來真豐盛，我都饞了。
kànqǐlái zhēn fēngshèng wǒ dōu chán le · What a spread: my mouth is watering.

write it trace the grey, then write your own

擊
jí
strike, hit

暴
pù
expose

露
lù
show, come out

藏
cáng
hide, store away

育
yù
raise

good to know · Taiwan words: 馬鈴薯 (potato) and 道地 (authentic). The mainland says 土豆 and 地道, and in Taiwan 土豆 means peanuts. New meaning: 教學 (jiàoxué) is also a noun, "teaching, a tutorial": 網路上的教學影片 tutorial videos online.

You can order, pay, talk delivery, and politely doubt a lazy assumption: 未必!
Do this day interactively, with audio and games, free at **wishyou.today/learning**

wishyou.today learning

day 41 fashion and promotions

Chinese TOCFL C in 142 days
unit 6 · food, shopping & money

Shop for clothes and accessories during a sale, talk about prices, labels and loyalty points, and turn an argument round with 反過來說.

Autumn is sale season in Taiwan's department stores. 反過來說 lets you look at a point from the other side, the move every good argument needs.

words

word	pinyin	meaning	example
圍巾	wéijīn	scarf	天氣冷了，出門記得帶圍巾。 It's turned cold: remember to take a scarf.
昂貴	ángguì	costly, expensive	這家店的衣服非常昂貴。 The clothes in this shop are very expensive.
中獎	zhòngjiǎng	win a prize (in a draw)	我的發票中獎了！ My receipt won a prize!
促銷	cùxiāo	promote sales; promotion	百貨公司這個週末有促銷活動。 The department store has a sale on this weekend.
禮服	lǐfú	formal dress, gown	她穿了一件白色的禮服參加婚禮。 She wore a white gown to the wedding.
標籤	biāoqiān	label, tag	買衣服以前，先看看標籤上的價錢。 Before you buy clothes, check the price on the tag.
單價	dānjià	unit price	大包裝的單價比較便宜。 The big pack works out cheaper per unit.
販賣	fànmài	sell, deal in	這種藥只能在藥局販賣。 This medicine can only be sold in pharmacies.
加快	jiākuài	speed up	我們得{dei3-tw}加快速度，不然來不及了。 We have to speed up or we won't make it.
服飾	fúshì	clothing and accessories, fashion	這一層都是女生的服飾。 This whole floor is women's fashion.
時髦	shímáo	fashionable, trendy	她每天都穿得很時髦。 She always dresses really stylishly.
首飾	shǒushì	jewellery	外婆把她的首飾都留給了孫女。 Grandma left all her jewellery to her granddaughter.
光顧	guānggù	patronize, shop at	謝謝您的光顧，歡迎再來！ Thank you for your custom: come again!
物品	wùpǐn	articles, belongings, goods	下車時，請帶好您的隨身物品。 Please take all your belongings with you when you get off.
新潮	xīncháo	trendy, new-wave	這家店的衣服設計很新潮。 The clothes in this shop have very trendy designs.

裁縫	cáiféng	tailor	這套西裝是請裁縫做的。 This suit was made by a tailor.
持	chí	hold; keep up	持這張卡可以打九折。 Show this card and you get 10% off.
反省	fǎnxǐng	reflect on oneself, look inward	這件事讓我好好反省了一下。 This made me take a good look at myself.
根源	gēnyuán	root, source	問題的根源在哪裡？ Where's the root of the problem?
見解	jiànjiě	view, opinion, insight	她對這件事有自己的見解。 She has her own take on this.
累積	lěijī	accumulate, build up	每次買東西都可以累積點數{shu4-tw3}。 You collect points every time you shop.
守護	shǒuhù	guard, protect	這隻狗一直守護著這個家。 This dog has always watched over the family.
心思	xīnsī	thoughts; care, effort	這次的活動，她花了很多心思。 She put a lot of thought into this event.

pattern 反過來說: conversely, the other way round

A, so B **反過來說,** **not A, so not B**

反過來說 (literally "turning it over") looks at the same point from the opposite side: if high prices mean fewer customers, then the other way round, low prices mean more. It can also introduce the other party's view: 你幫我；|反過來說{==conversely, the other way round}，我也該幫你.

你幫了我很多；反過來說，我也應該幫你。 **nǐ bāng le wǒ hěn duō fǎnguòláishuō wǒ yě yīnggāi bāng nǐ**
You've helped me a lot; by the same token, I should help you too.

價錢高，客人就少；反過來說，價錢低，客人就多。 **jiàqián gāo kèrén jiù shǎo fǎnguòláishuō jiàqián dī kèrén jiù duō** High prices mean fewer customers; the other way round, low prices mean more.

他不努力，成績就不好。反過來說，只要努力，成績就會變好。 **tā bù nǔlì chéngjī jiù bù hǎo fǎnguòláishuō zhǐyào nǔlì chéngjī jiù huì biàn hǎo** He doesn't work, so his marks are bad. Conversely, if he works, they'll improve.

dialogue the autumn sale

meiling 安娜，你來了！大促銷的時候，百貨公司要人有人，要東西有東西。
Ānnà nǐ lái le dà cùxiāo de shíhòu bǎihuògōngsī yào rén yǒu rén yào dōngxi yǒu dōngxi · Anna, you made it! During the big sale, the store's got crowds, it's got stuff, the lot.

anna 我想買一條圍巾送林奶奶，還要找一件禮服。下個月同事結婚，新郎是她以前的筆友。
wǒ xiǎng mǎi yì tiáo wéijīn sòng Lín nǎinai háiyào zhǎo yí jiàn lǐfú xià ge yuè tóngshì jiéhūn xīnláng shì tā yǐqián de bǐyǒu · I want to buy Grandma Lin a scarf, and find a gown. A colleague's getting married next month: the groom used to be her pen pal.

meiling 這邊是服飾，那邊是首飾。這條圍巾很時髦，現在促銷，打八折。
zhè biān shì fúshì nà biān shì shǒushì zhè tiáo wéijīn hěn shímáo xiànzài cùxiāo dǎ bā zhé · Clothes are this way, jewellery that way. This scarf is really stylish, and it's 20% off in the sale.

anna 可是標籤上的價錢還是很昂貴……
kěshì biāoqiān shàng de jiàqián háishì hěn ángguì · But the price on the tag is still so expensive…

meiling 送奶奶的禮物，起碼要體面一點嘛。
sòng nǎinai de lǐwù qǐmǎ yào tǐmiàn yìdiǎn ma · A present for Grandma ought to be a decent one, at least.

meiling 促銷就是要讓大家多買。這不，你看那位太太，手上已經拿了五個袋子。
cùxiāo jiùshì yào ràng dàjiā duō mǎi zhè bù nǐ kàn nà wèi tàitai shǒu shàng yǐjīng ná le wǔ ge dàizi · That's the whole point of a sale: to make people buy more. See? Look at that lady: five bags in her hands already.

anna 促銷對店有好處。反過來說，客人常常買了很多不需要的物品。
cùxiāo duì diàn yǒu hǎochù fǎnguòláishuō kèrén chángcháng mǎi le hěn duō bù xūyào de wùpǐn · Sales are good for shops. The other side of it is that customers often buy lots of things they don't need.

meiling 你說得對。我們公司開會的時候也在反省：促銷做得太多，是不是問題的根源？經理要大家好好檢討。去年我們幾乎每個月都在促銷，東西賣了很多，可是客人都在等打折，不打折就不買。經理說，這樣下去，大家會覺得我們的東西本來就不值這個價錢。
nǐ shuō de duì wǒmen gōngsī kāihuì de shíhòu yě zài fǎnxǐng cùxiāo zuò de tài duō shì bu shì wèntí de gēnyuán jīnglǐ yào dàjiā hǎohǎo jiǎntǎo qùnián wǒmen jīhū měi ge yuè dōu zài cùxiāo dōngxi mài le hěn duō kěshì kèrén dōu zài děng dǎzhé bù dǎzhé jiù bù mǎi jīnglǐ shuō zhèyàng xiàqù dàjiā huì juéde wǒmen de dōngxi běnlái jiù bù zhí zhè ge jiàqián · You're right. At work we've been asking ourselves the same thing: are too many promotions the root of the problem? The manager wants us all to review it properly. Last year we ran a promotion almost every month, and we sold a lot, but customers just wait for the discounts and won't buy at full price. The manager says if this goes on, people will think our products were never worth the price in the first place.

anna 我也常常受不了促銷的誘惑。
wǒ yě chángcháng shòubùliǎo cùxiāo de yòuhuò · I often can't resist the lure of a sale either.

anna 這件禮服的設計好新潮，是裁縫做的嗎？
zhè jiàn lǐfú de shèjì hǎo xīncháo shì cáiféng zuò de ma · This gown has such a modern design. Was it made by a tailor?

meiling 是一位老裁縫做的，她花了很多心思。持會員卡支付，還可以累積點數。
shì yí wèi lǎo cáiféng zuò de tā huā le hěn duō xīnsī chí huìyuán kǎ zhīfù hái kěyǐ lěijī diǎn shù · An old tailor made it, and she put a lot of care into it. Pay with a membership card and you collect points as well.

anna 咦，我的發票中獎了！中了兩百塊！
yí wǒ de fāpiào zhòngjiǎng le zhòng le liǎngbǎi kuài · Huh, my receipt's won the lottery! Two hundred dollars!

meiling 太好了！今天晚上去吃道地的臺灣菜吧。
tài hǎo le jīntiān wǎnshàng qù chī dàodì de Táiwān cài ba · Brilliant! Let's go for proper Taiwanese food tonight.

write it trace the grey, then write your own

墓
mù
tomb



供
gōng
provide, supply



孕
yùn
pregnant



恰
qià
just right



彈
tán
play (piano, guitar); bounce

good to know · Taiwan's department stores hold their biggest sale of the year, the 週年慶 (anniversary sale), in autumn: queues at opening time are normal. New meaning: 解答 (jiědá) is also a noun, "an answer, a solution": 網友的解答. You know it as a verb, "to answer".

You can shop a sale like a local now, and see any argument from the other side.
Do this day interactively, with audio and games, free at **wishyou.today/learning**

wishyou.today learning

day 42 bargains and fakes

Chinese TOCFL C in 142 days
unit 6 · food, shopping & money

Talk about bargains, fakes and whether something is worth the money, and say you can't help reacting with 不禁 / 不由得.

Night markets are full of bargains, and a few fakes. 不禁 and 不由得 describe the reaction you can't hold back: a laugh, a sigh, a flash of anger.

words

word	pinyin	meaning	example
值錢	zhíqián	valuable	這支舊手錶現在很值錢。 This old watch is worth a lot now.
仿冒	fǎngmào	counterfeit, fake	這個名牌包是仿冒的。 This designer bag is a fake.
蓋章	gàizhāng	stamp (with a seal)	這份文件要請經理蓋章。 This document needs the manager's stamp.
賤	jiàn	cheap; lowly	今年香蕉太多，價錢賤得不得了。 There are so many bananas this year that prices are rock-bottom.
廉價	liánjià	cheap, low-cost	廉價的東西常常用不久。 Cheap things often don't last.
划不來	huábùlái	not worth it	坐一個小時的車去省五十塊，划不來。 An hour's ride to save fifty dollars isn't worth it.
划得來	huádelái	worth it	這件外套打五折，買了很划得來。 This coat is half price: definitely worth buying.
開銷	kāixiāo	expenses, spending	住在臺北，每個月的開銷很大。 Living in Taipei, your monthly expenses are high.
奢侈	shēchǐ	luxurious, extravagant	對我來說，坐計程車上班太奢侈了。 For me, taking a taxi to work is too much of a luxury.
成衣	chéngyī	ready-made clothes	現在大家都買成衣，很少找裁縫了。 These days everyone buys off the peg; few people go to a tailor.
打烊	dǎyáng	close (for the night)	這家店晚上十點打烊。 This shop closes at ten at night.
買主	mǎizhǔ	buyer	這間房子已經找到買主了。 This flat has already found a buyer.
專櫃	zhuānguì	brand counter (in a department store)	美玲的公司在百貨公司有專櫃。 Meiling's company has a counter in the department store.
自費	zìfèi	pay for yourself, at your own expense	這次去日本開會，是公司出錢還是自費？ This trip to Japan for the meeting: is the company paying, or are you?

出路	chūlù	way out; prospects	很多人覺得學設計沒有出路。 Lots of people think studying design has no future.
費力	fèilì	take effort, laborious	一個人搬這張桌子太費力了。 Moving this table on your own is too much effort.
構想	gòuxiǎng	idea, concept, plan	志明跟我們說了他新的構想。 Zhiming told us about his new idea.
見識	jiànshì	see for yourself; experience	這次出國讓我見識到了很多新東西。 This trip abroad showed me lots of new things.
納入	nàrù	include, bring into	這筆錢也要納入預算。 This money has to go into the budget too.
塗	tú	apply, spread, smear	在麵包上塗一點奶油。 Spread a little butter on the bread.
言論	yánlùn	speech, views (expressed in public)	網路上的言論不一定都是真的。 What people post online isn't always true.
不禁	bùjīn	can't help (doing)	看到那張照片，她不禁笑了。 Seeing that photo, she couldn't help laughing.

pattern 不禁 / 不由得: can't help (doing)

what you see or hear, + 不禁 / 不由得 + laugh · cry · worry …

Both mean the reaction happens by itself: you couldn't hold it back. They go before the verb: 不禁笑了, 不由得想起. 不禁 is a little more written; 不由得 is common in speech too. A cause usually comes first: 看到……, 聽到……, 想到……

想到明天要上臺，我不禁緊張起來。 **xiǎngdào míngtiān yào shàngtái wǒ bùjīn jǐnzhāng qǐlai** When I think about going on stage tomorrow, I can't help getting nervous.

看到他那麼努力，我不由得想起了自己年輕的時候。 **kàn dào tā nàme nǔlì wǒ bùyóude xiǎng qǐ le zìjǐ niánqīng de shíhòu** Seeing him work so hard, I couldn't help thinking of when I was young.

聽到這個故事，大家都不禁哭了。 **tīng dào zhè ge gùshi dàjiā dōu bùjīn kū le** When they heard the story, everyone was moved to tears.

dialogue fakes at the night market

anna 美玲，你看，這個攤子賣的口紅，跟你們公司專櫃的看起來一樣，可是只要一百塊！
Měilíng nǐ kàn zhè ge tānzi mài de kǒuhóng gēn nǐmen gōngsī zhuānguì de kànqǐlái yíyàng kěshì zhǐyào yìbǎi kuài · Meiling, look: the lipstick on this stall looks just like what your company sells at its counter, but it's only a hundred dollars!

zhiming 這麼便宜？不會是仿冒的吧？
zhème piányí bú huì shì fǎngmào de ba · Selling fakes at a night market: aren't they afraid of getting caught?

meiling 這一定是仿冒的。我們的口紅在專櫃賣一千多。看到這種東西，我不由得有點生氣。
zhè yídìng shì fǎngmào de wǒmen de kǒuhóng zài zhuānguì mài yìqiān duō kàn dào zhè zhǒng dōngxi wǒ bùyóude yǒudiǎn shēngqì · These have to be fakes. Ours sells for over a thousand at the counter. Seeing stuff like this, I can't help getting a bit angry.

zhiming 反過來說，有人仿冒，表示你們的東西很有名、很值錢。
fǎnguòláishuō yǒu rén fǎngmào biǎoshì nǐmen de dōngxi hěn yǒumíng hěn zhíqián · Look at it the other way: if people fake it, your stuff must be famous and worth a lot.

meiling 那倒是。可是這種廉價的仿冒口紅，誰知道裡面有什麼？塗在嘴唇上，萬萬不行。
nà dàoshì kěshì zhè zhǒng liánjià de fǎngmào kǒuhóng shéi zhīdào lǐmiàn yǒu shénme tú zài zuǐchún shàng wànwàn bù xíng · Fair enough. But cheap fake lipstick like this: who knows what's in it? Putting that on your lips is a definite no.

anna 我上次在這裡買了很便宜的成衣，說是名牌服飾，洗一次就壞了。到頭來，便宜的東西反而划不來。
wǒ shàng cì zài zhèlǐ mǎi le hěn piányí de chéngyī shuō shì míngpái fúshì xǐ yí cì jiù huài le dàotóulái piányí de dōngxi fǎnér huábùlái · Last time I bought some really cheap clothes here, supposedly a designer label, and they fell apart after one wash. In the end, the cheap stuff wasn't worth it.

meiling 對啊，標籤上寫的未必是真的。
duì a biāoqiān shàng xiě de wèibì shì zhēnde · Exactly: what's on the label isn't necessarily true.

zhiming 可是名牌都那麼昂貴，對我們上班族來說太奢侈了。每個月的開銷已經很大了。
kěshì míngpái dōu nàme ángguì duì wǒmen shàngbānzú lái shuō tài shēchǐ le měi ge yuè de kāixiāo yǐjīng hěn dà le · But designer brands are all so expensive: for office workers like us, they're too much of a luxury. Our monthly expenses are big enough already.

meiling 我不是說要買時髦的名牌。買東西要有見識：你們看我奶奶，都八十歲了，用的都是幾十年的老東西。她有一個熱水瓶，是結婚的時候買的，到現在還在用；一件毛衣穿了二十年，也捨不得丟。好東西用得久，算起來反而划得來。
wǒ bú shì shuō yào mǎi shímáo de míngpái mǎi dōngxi yào yǒu jiànshì nǐmen kàn wǒ nǎinai dōu bāshí suì le yòng de dōu shì jǐ shí nián de lǎo dōngxi tā yǒu yí ge rèshuǐpíng shì jiéhūn de shíhòu mǎi de dào xiànzài hái zài yòng yí jiàn máoyī chuān le èrshí nián yě shěbùde diū hǎo dōngxi yòng de jiǔ suànqǐlái fǎnér huádelái · I'm not saying buy trendy designer brands. You need to know what you're buying. Look at my grandma: she's eighty, and everything she uses is decades old. She has a thermos she bought when she got married, and she still uses it; she's worn one jumper for twenty years and still can't bear to throw it out. Good things last, so in the long run they're worth it.

zhiming 對了，我對王阿姨的三十週年有個構想：我們用公司的系統幫她做一個活動，我們自費，不用她出一塊錢。
duìle wǒ duì Wáng āyí de sānshí zhōunián yǒu ge gòuxiǎng wǒmen yòng gōngsī de xìtǒng bāng tā zuò yí ge huódòng wǒmen zìfèi búyòng tā chū yí kuài qián · Oh, right: I've got an idea for Auntie Wang's thirtieth. We use our company's system to run an event for her, and we pay for it ourselves: she won't have to spend a cent.

anna 志明，你為王阿姨花了這麼多心思，人真好！
Zhìmíng nǐ wèi Wáng āyí huā le zhème duō xīnsī rén zhēn hǎo · Zhiming, you've put so much thought into this for Auntie Wang: you're so kind!

zhiming 哪裡的話，王阿姨照顧我們這麼多年。快走吧，夜市要打烊了。
nǎlǐdehuà Wáng āyí zhàogù wǒmen zhème duō nián kuài zǒu ba yèshì yào dǎyáng le · Not at all. Auntie Wang has looked after us for years. Come on, the night market's closing.

meiling 那我們加快腳步吧！

nà wǒmen jiākuài jiǎobù ba · Then let's get a move on!

write it trace the grey, then write your own

兄 xiōng older brother

孝 xiào filial

缺 quē lack, be short of

陷 xiàn pit

添 tiān add

good to know · 划得來 (worth it) and 划不來 (not worth it) are everyday Taiwan words; 划算 means the same as 划得來. New meaning: 屆 (jiè) is also a verb, "reach (an age or a time)", in formal phrases like 年屆八十 (aged eighty). You know it as the measure word for annual events.

You can spot a bargain, smell a fake and say how it made you feel. Not bad for one evening.
Do this day interactively, with audio and games, free at **wishyou.today/learning**

day 43 at the counter

Buy clothes at the counter, pay and keep the receipt, and say something is bound to happen with 勢必, 必定 and 必然.

Some things are certain: prices go up, first impressions count. 勢必, 必定 and 必然 let you say so with conviction, in speech and in writing.

words

word	pinyin	meaning	example
市面	shìmiàn	the market (what is on sale)	市面上有很多這種產品。 There are lots of products like this on the market.
銀子	yínzi	silver; money (old-fashioned, jokey)	這次旅行花了不少銀子。 This trip cost a fair bit of cash.
單據	dānjù	receipt, voucher	出差的單據要交給大衛。 Business-trip receipts go to David.
付款	fùkuǎn	pay (a sum)	您要用現金還是刷卡付款？ Would you like to pay in cash or by card?
估價	gūjià	estimate (the price), quote	修車以前，先請師傅估價。 Before the repair, get the mechanic to give you a quote.
貨品	huòpǐn	goods, merchandise	這批貨品明天會送到店裡。 This batch of goods will arrive at the shop tomorrow.
售貨員	shòuhuòyuán	shop assistant	售貨員很熱心地{de-tw3}幫我找尺寸。 The shop assistant kindly helped me find my size.
套裝	tàozhuāng	suit (matching set), outfit	她面試的時候穿了一套黑色的套裝。 She wore a black suit to the interview.
西服	xīfú	Western suit	志明要見重要的客戶，所以去買了一套西服。 Zhiming is meeting an important client, so he went and bought a suit.
選購	xuǎngòu	choose and buy, shop for	歡迎選購我們的新產品。 Come and browse our new products.
必然	bìrán	inevitably, necessarily	東西越做越多，價錢必然會降低。 As more and more are made, the price is bound to come down.
必定	bìdìng	surely, certainly	他答應的事，必定會做到。 When he promises something, he always does it.
瞪	dèng	glare, stare	她瞪著我，叫我別說話。 She glared at me to make me keep quiet.
分辨	fēnbiàn	tell apart, distinguish	你分辨得出來哪個是真的嗎？ Can you tell which one is real?
光芒	guāngmáng	rays of light, radiance	早上的陽光照進房間，光芒很溫暖。 The morning sun streamed into the room, warm and bright.

考量	kǎoliáng	consideration; consider	價錢是我們最主要的考量。 Price is our main consideration.
耐	nài	resistant to, durable	這雙鞋很耐穿，我穿了三年。 These shoes wear well: I've had them three years.
外在	wàizài	external, outward (appearance)	外在不是最重要的。 Looks aren't the most important thing.
演變	yǎnbiàn	evolve, develop	這家小店慢慢演變|成了一家大餐廳。 The little shop slowly grew into a big restaurant.
搖晃	yáohuàng	shake, sway	地震的時候，整棟樓都在搖晃。 During the earthquake, the whole building was swaying.
遺忘	yíwàng	forget (written)	那段快樂的日子，我永遠不會遺忘。 I will never forget those happy days.
勢必	shìbì	be bound to, will certainly	油漲價了，很多東西勢必也會變貴。 Fuel has gone up, so lots of other things are bound to get dearer too.

pattern 勢必 / 必定 / 必然: be bound to

cause | **勢必 / 必定 / 必然** | **(會) result**

All three say something is certain to happen. 勢必 ("the trend makes it inevitable") is for consequences you can see coming. 必定 is a firm "surely, definitely", often about people. 必然 is "inevitably, of necessity", and unlike the other two it can also describe a noun: 必然的結果, 必然的趨勢.

天氣這麼熱，今年夏天的電費勢必會很高。 **tiānqì zhème rè jīnnián xiàtiān de diàn fèi shìbì huì hěn gāo** With weather this hot, this summer's electricity bills are bound to be high.

你這麼努力，必定能考得很好。 **nǐ zhème nǔlì bìdìng néng kǎo de hěn hǎo** You're working so hard: you're sure to do well in the exam.

人口越來越老，這是必然的趨勢。 **rénkǒu yuèláiyuè lǎo zhè shì bìrán de qūshì** The population keeps ageing: it's an inevitable trend.

dialogue a suit for zhiming

zhiming 下星期要去一家大公司做簡報，我勢必得買一套西服了。
xià xīngqí yào qù yì jiā dà gōngsī zuò jiǎnbào wǒ shìbì děi mǎi yí tào xīfú le · I'm presenting at a big company next week. There's no way round it: I have to buy a suit.

anna 你平常穿得太隨便了。外在雖然不是最重要的，可是第一次見面，客戶必定會看你穿什麼喔。我第一次面試，也特別去買了一套套裝。那天我穿得很體面，後來面試我的經理告訴我，他一見面就覺得我做事很認真。所以這套西服，就當作是投資吧。
nǐ píngcháng chuān de tài suíbiàn le wàizài suīrán bú shì zuì zhòngyào de kěshì dì yī cì jiànmiàn kèhù bìdìng huì kàn nǐ chuān shénme ō wǒ dì yī cì miànshì yě tèbié qù mǎi le yí tào tàozhuāng nà tiān wǒ chuān de hěn tǐmiàn hòulái miànshì wǒ de jīnglǐ gàosù wǒ tā yí jiànmiàn jiù juéde wǒ zuòshì hěn rènzhēn suǒyǐ zhè tào xīfú jiù dàngzuò shì tóuzī ba · You always dress too casually. Looks aren't everything, but at a first meeting clients will definitely notice what you wear. For my first interview I went out specially and bought a suit too. I looked really smart that day, and the manager who interviewed me told me later that the moment he met me he thought I took my work seriously. So think of this suit as an investment.

ajie 我也要買嗎？太奢侈了吧，我覺得穿什麼都一樣啦。
wǒ yě yào mǎi ma tài shēchǐ le ba wǒ juéde chuān shénme dōu yíyàng la · Do I have to buy one too? That's a bit of a luxury. I think it makes no difference what you wear.

zhiming 你也要！你是公司的另一個老闆。欸，你看這套怎麼樣？售貨員說這批貨品昨天才到，是最新的設計。
nǐ yě yào nǐ shì gōngsī de lìng yí ge lǎobǎn ǎi nǐ kàn zhè tào zěnmeyàng shòuhuòyuán shuō zhè pī huòpǐn zuótiān cái dào shì zuì xīn de shèjì · You too! You're the company's other boss. Hey, what about this one? The shop assistant says this batch only arrived yesterday: the latest design.

anna 這套太新潮了，顏色也太亮，好像會發出光芒。選購西服，最主要的考量是舒服、好看，不是顏色。
zhè tào tài xīncháo le yánsè yě tài liàng hǎoxiàng huì fāchū guāngmáng xuǎngòu xīfú zuì zhǔyào de kǎoliáng shì shūfu hǎokàn bú shì yánsè · This one's too trendy, and the colour's too bright: it practically glows. When you choose a suit, the main thing is comfort and looks, not colour.

ajie 這兩套看起來一樣，價錢卻差了一倍。我沒什麼見識，分辨不出來。
zhè liǎng tào kànqǐlái yíyàng jiàqián què chà le yí bèi wǒ méishénme jiànshì fēnbiàn bu chū lái · These two look the same, but one costs twice as much. I don't know much about this: I can't tell the difference.

anna 放心，這裡是專櫃，兩套都不是仿冒的。貴的布比較耐穿，穿五年也不會壞，算起來反而划得來。
fàngxīn zhèlǐ shì zhuānguì liǎng tào dōu bú shì fǎngmào de guì de bù bǐjiào nài chuān chuān wǔ nián yě bú huì huài suànqǐlái fǎnér huádelái · Don't worry: this is a brand counter, so neither is a fake. The dearer cloth wears better: it'll last five years without falling apart, so in the long run it's worth it.

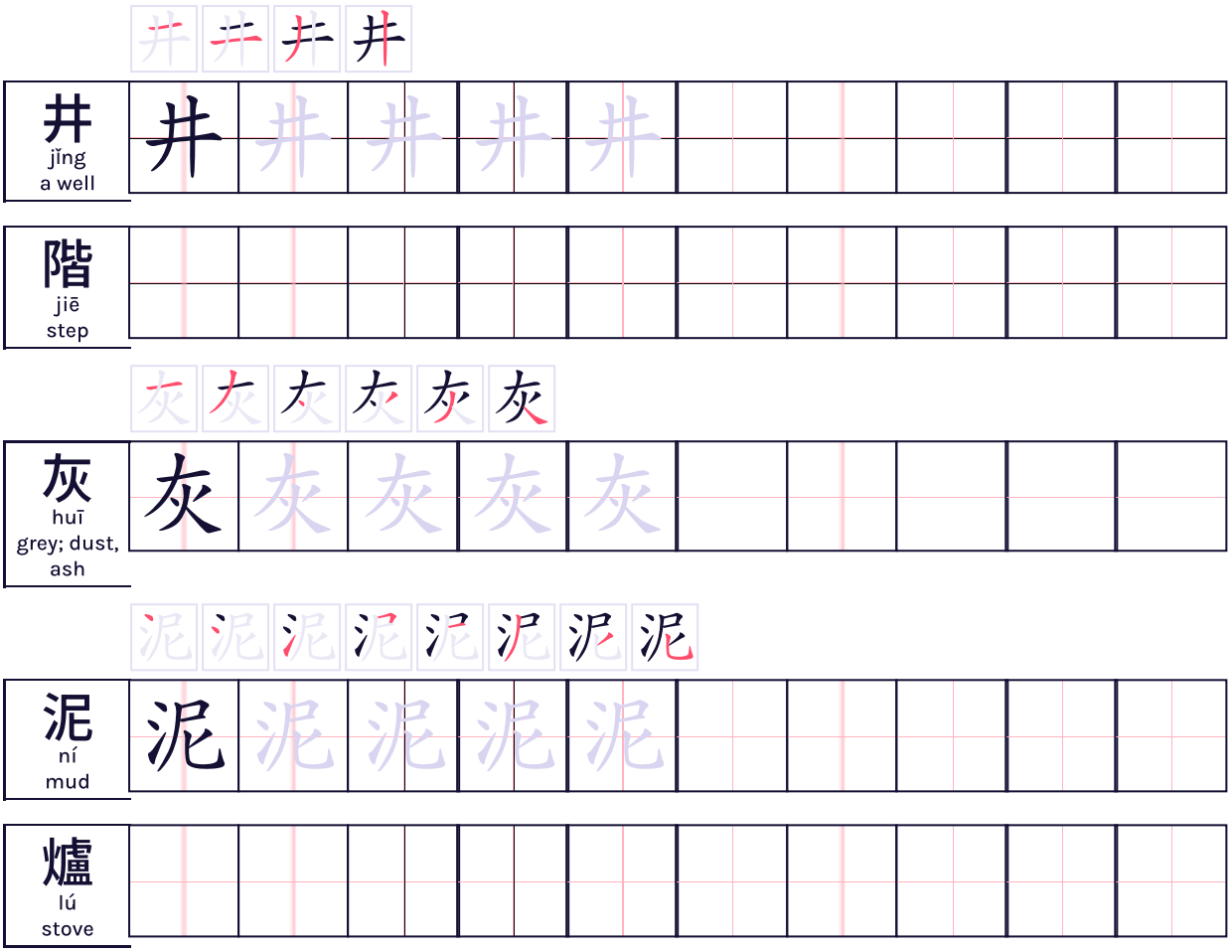
ajie 話是這麼說，可是我們公司才剛開始，開銷能省就省。
huà shì zhème shuō kěshì wǒmen gōngsī cái gāng kāishǐ kāixiāo néng shěng jiù shěng · That may be so, but our company's only just starting out: we have to save on costs wherever we can.

zhiming 好，就這套。我用信用卡付款。單據要收好，回去交給會計，納入公司的開銷。
hǎo jiù zhè tào wǒ yòng xìnyòngkǎ fùkuǎn dānjù yào shōu hǎo huí qù jiāo gěi kuàijì nàrù gōngsī de kāixiāo · Right, this one. I'll pay by card. And keep the receipt: it goes to the accountant, to be included in the company's expenses.

ajie 花了這麼多銀子，簡報勢必要成功唷！
huā le zhème duō yínzi jiǎnbào shìbì yào chénggōng yō · After spending all that cash, the presentation had better be a hit!

zhiming 放心，客戶一定會喜歡我的構想。
fàngxīn kèhù yídìng huì xǐhuān wǒ de gòuxiǎng · Don't worry: the client is going to love my ideas.

write it trace the grey, then write your own



good to know · Particles from day 13 are back: 啦 softens or shrugs (好啦), 喔 reminds or warns (要記得喔), 欸 calls attention (欸，你看), 唷 adds playful emphasis (要成功唷). New meaning: 近 (jìn) is also “nearly, close to” before a number: 近三十年 nearly thirty years, 近百人 almost a hundred people.

You can buy, pay, keep the receipt and say what’s bound to happen next.
Do this day interactively, with audio and games, free at **wishyou.today/learning**

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day 44 mission: auntie wang's shop turns thirty

Chinese TOCFL C in 142 days
unit 6 · food, shopping & money

Plan a shop's anniversary event, help in a busy kitchen, read a shop's poster aloud, and talk about prices, value and what makes a business last.

Today all of unit 6 comes back in one story: food, shopping, prices and money, around the little shop that feeds the whole building.

chapter 1 thirty years of flavour

zhiming 好，我們來談王阿姨三十週年的構想。先說概況：她的早餐店開了近三十年，從一個小攤子演變成了這條街的客廳。老客人很多，可是年輕人越來越少。

hǎo wǒmen lái tán Wáng āyí sānshí zhōunián de gòuxiǎng xiān shuō gàikuàng tā de zǎocān diàn kāi le jìn sānshí nián cóng yí ge xiǎo tānzi yǎnbiàn chéng le zhè tiáo jiē de kètīng lǎo kèrén hěn duō kěshì niánqīng rén yuèláiyuè shǎo · Right, let's talk about our plan for Auntie Wang's thirtieth. First the overall picture: her breakfast shop has been open nearly thirty years, and it's grown from a little stall into the street's living room. Lots of regulars, but fewer and fewer young people.

meiling 這就是問題的根源。市面上的早餐店越來越多，年輕人早上都在超商買。我們得加快腳步，做一次促銷。

zhè jiùshì wèntí de gēnyuán shìmiàn shàng de zǎocān diàn yuèláiyuè duō niánqīng rén zǎoshàng dōu zài chāoshāng mǎi wǒmen děi jiākuài jiǎobù zuò yí cì cùxiāo · That's the root of the problem. There are more and more breakfast places, and young people grab breakfast at convenience stores. We need to move fast and run a promotion.

ajie 促銷未必有用。我分析了附近早餐店的資料：打折以後，客人多了，賺的錢反而少了。做不好的話，大家花了錢，又划不來。

cùxiāo wèibì yǒuyòng wǒ fēnxī le fùjìn zǎocān diàn de zīliào dǎzhé yǐhòu kèrén duō le zhuàn de qián fǎnér shǎo le zuò bu hǎo dehuà dàjiā huā le qián yòu huábùlái · A promotion won't necessarily work. I've analysed data on the breakfast shops round here: after a discount, they got more customers but actually made less money. Get it wrong and we'll have spent money for nothing.

meiling 退一步說，就算不賺錢，起碼能讓更多人知道這家店。反過來說，什麼都不做，店勢必撐不下去。要是活動失敗了，我負全部的責任。

tuì yí bù shuō jiùsuàn bú zhuàn qián qǐmǎ néng ràng gèng duō rén zhīdào zhè jiā diàn fǎnguòláishuō shénme dōu bú zuò diàn shìbì chēng bu xiaqu yàoshì huódòng shībài le wǒ fù quánbù de zérèn · Even supposing it makes no money, at least more people will know about the shop. Look at it the other way: if we do nothing, the shop is bound to go under. If the event flops, I'll take full responsibility.

anna 我設計了菜單和海報，叫「三十年的滋味」。每樣東西都有一個小標籤，寫著三十年前的單價和現在的單價。字我用手寫，再塗上顏色。

wǒ shèjì le càidān hé hǎibào jiào sānshí nián de zīwèi měi yàng dōngxi dōu yǒu yí ge xiǎo biāoqiān xiě zhe sānshí nián qián de dānjià hé xiànzài de dānjià zì wǒ yòng shǒu xiě zài tú shàng yánsè · I've designed a menu and a poster called "Thirty Years of Flavour". Every item gets a little label with its price thirty years ago and its price now. I'll write it all by hand and colour it in.

zhiming 好點子！客人可以用我們的系統訂位、用手機支付，外送我們也接，把早餐送上門。

hǎo diǎnzi kèrén kěyǐ yòng wǒmen de xìtǒng dìngwèi yòng shǒujī zhīfù wàisòng wǒmen yě jiē bǎ zǎocān sòng shàngmén · Great idea! Customers can book through our system and pay by phone, and we'll take delivery orders too: breakfast to your door.

ajie 活動的開銷我估價過了：海報、餐具、贈品，大概一萬塊。這些都納入我們公司的預算，我們自費。用一萬塊換來這麼多客人，很划得來。

huódòng de kāixiāo wǒ gūjià guo le hǎibào cānjù zèngpǐn dàgài yí wàn kuài zhèxiē dōu nàrù wǒmen gōngsī de yùsuàn wǒmen zìfèi yòng yí wàn kuài huàn lái zhème duō kèrén hěn huádelái · I've priced up the costs: posters, tableware, free gifts, about ten thousand dollars. It all goes into our company budget: we're paying. Ten thousand for that many customers is well worth it.

meiling 你們這麼大方，我不禁有點感動。我們公司也可以從專櫃拿一些口紅當贈品，絕對不是仿冒的！

nǐmen zhème dàfāng wǒ bùjīn yǒudiǎn gǎndòng wǒmen gōngsī yě kěyǐ cóng zhuānguì ná yìxiē kǒuhóng dàng zèngpǐn juéduì bú shì fǎngmào de · You're so generous, I can't help being a bit moved. My company can give some lipsticks from our counter as gifts too: definitely not fakes!

anna 我們也要考量王阿姨的身體。她一個人做了三十年，太費力了。王阿姨心胸寬廣，對誰都好，那天我們都去幫忙吧。

wǒmen yě yào kǎoliáng Wáng āyí de shēntǐ tā yí ge rén zuò le sānshí nián tài fèilì le Wáng āyí xīnxiōng kuānguǎng duì shéi dōu hǎo nà tiān wǒmen dōu qù bāngmáng ba · We have to think about Auntie Wang's

health too. She's done it all on her own for thirty years: it's too much. She's so big-hearted, kind to everyone: let's all go and help on the day.

chapter 2 too many cooks

auntie wang 你們這麼早就來了！大衛，你的腿還沒好，走路還很吃力，怎麼也來了？
nǐmen zhème zǎo jiù lái le Dàwèi nǐ de tuǐ hái méi hǎo zǒulù hái hěn chīlì zěnme yě lái le · You're here so early! David, your leg's not healed and walking is still hard work: why have you come too?

david 王阿姨，您的店三十年了，我爬也要爬來。我坐著幫您剝蛋就好。
Wáng āyí nín de diàn sānshí nián le wǒ pá yě yào pá lái wǒ zuò zhe bāng nín bō dàn jiù hǎo · Auntie Wang, your shop's thirty years old: I'd have crawled here. I'll sit and peel eggs for you.

auntie wang 好，那你慢慢剝。安娜，包子在蒸，油條我自己炸。冷凍的水餃先拿出來。
hǎo nà nǐ mànmàn bō Ānnà bāozi zài zhēng yóutiáo wǒ zìjǐ zhá lěngdòng de shuǐjiǎo xiān ná chū lái · All right, peel away, slowly. Anna, the baozi are steaming, and I'll fry the youtiao myself. Get the frozen dumplings out first.

anna 這箱有機的菜好新鮮，是誰送的？
zhè xiāng yǒujī de cài hǎo xīnxian shì shéi sòng de · This box of organic vegetables is so fresh. Who sent it?

auntie wang 是樓上的李經理送的，他說是朋友自己種的，一點也沒有腐爛。
shì lóushàng de Lǐ jīnglǐ sòng de tā shuō shì péngyǒu zìjǐ zhòng de yìdiǎn yě méiyǒu fǔlàn · Manager Li upstairs: he says a friend grew them. Not a single rotten one.

meiling 豆漿好了！冰豆漿最解渴，熱豆漿裡可以加一點蜜。
dòujiāng hǎo le bīng dòujiāng zuì jiěkě rè dòujiāng lǐ kěyǐ jiā yìdiǎn mì · The soy milk's ready! Iced is the best thirst-quencher, and you can add a bit of honey to the hot one.

david 好香啊，我胃口都來了！油條脂肪再多，我今天也不管了……哎呀！我不小心把豆漿潑在地上了。
hǎo xiāng a wǒ wèikǒu dōu lái le yóutiáo zhīfáng zài duō wǒ jīntiān yě bù guǎn le āiyā wǒ bù xiǎoxīn bǎ dòujiāng pō zài dì shàng le · Smells so good, my appetite's back! However much fat there is in youtiao, today I don't care… Oops! I've knocked soy milk all over the floor.

auntie wang 你看你！擦一擦就好。安娜，別瞪他了，他也不是故意的。這張老桌子已經在搖晃了，別再撞它了。
nǐ kàn nǐ cā yi ca jiù hǎo Ānnà bié dèng tā le tā yě bú shì gùyì de zhè zhāng lǎo zhuōzi yǐjīng zài yáohuàng le bié zài zhuàng tā le · Look at you! Just wipe it up. Anna, stop glaring at him: he didn't mean it. This old table already wobbles: don't bump it again.

anna 王阿姨，蛋餅上要不要灑一點鹽？水餃要沾什麼？
Wáng āyí dàn bǐng shàng yào bu yào sǎ yìdiǎn yán shuǐjiǎo yào zhān shénme · Auntie Wang, salt on the egg pancakes? What should the dumplings be dipped in?

auntie wang 鹽灑一點點就好，水餃沾醬油。今天的早餐，分量要大，要比過年還豐盛！大衛，別趴在桌上偷吃！
yán sǎ yìdiǎndiǎn jiù hǎo shuǐjiǎo zhān jiàngyóu jīntiān de zǎocān fènliàng yào dà yào bǐ guònián hái fēngshèng Dàwèi bié pā zài zhuō shàng tōu chī · Just a pinch of salt, and soy sauce for the dumplings. Today the portions are big: breakfast more lavish than New Year! David, stop lying across the table sneaking bites!

chapter 3 the poster on the door

xiaowen 我是記者小雯。早上的陽光照在招牌上，光芒好溫暖。我先把門口的海報念給大家聽：「王家早餐店三十週年，感謝大家近三十年的光顧！一、三十年前的味道：燒餅油條、蒸包子、饅頭，單價都回到三十年前。二、持會員卡消費，可以多累積一倍點數；可以用手機支付，也可以刷卡付款。三、早上七點到十一點，每位客人送一杯豆漿，送完就沒有了。四、在家也能吃：用手機訂餐，早餐送上門。本店不使用廉價的材料，每一樣都是王阿姨自己做的。用餐後請帶好您的隨身物品。今天十一點打烊，歡迎光臨！」

wǒ shì jìzhě Xiǎowén zǎoshàng de yángguāng zhào zài zhāopái shàng guāngmáng hǎo wēnnuǎn wǒ xiān bǎ ménkǒu de hǎibào niàn gěi dàjiā tīng Wáng jiā zǎocān diàn sānshí zhōunián gǎnxiè dàjiā jìn sānshí nián de guānggù yī sānshí nián qián de wèidào shāo bǐng yóutiáo zhēng bāozi mántou dānjià dōu huí dào sānshí nián qián èr chí huìyuán kǎ xiāofèi kěyǐ duō lěijī yí bèi diǎn shù kěyǐ yòng shǒujī zhīfù yě kěyǐ shuākǎ fùkuǎn sān zǎoshàng qī diǎn dào shíyī diǎn měi wèi kèrén sòng yì bēi dòujiāng sòng wán jiù méiyǒu le sì zài jiā yě néng chī yòng shǒujī dìng cān zǎocān sòng shàngmén běn diàn bù shǐyòng liánjià de cáiliào měi yíyàng dōu shì Wáng āyí zìjǐ zuò de yòng cān hòu qǐng dài hǎo nín de suíshēn wùpǐn jīntiān shíyī diǎn dǎyáng huānyíng guānglín · I'm Xiaowen, reporting. The morning sun is shining on the shop sign: such a warm glow. First I'll read you the poster on the door: "Wang's Breakfast Shop is thirty! Thank you for nearly thirty years of custom! 1. The taste of thirty years ago: sesame flatbread with youtiao, steamed baozi and mantou, all at their prices of thirty years ago. 2. Pay with a membership card and collect double points; phone payment and cards accepted. 3. From 7 to 11 a.m., a free soy milk for every customer, while stocks last. 4. Eat at home: order by phone and breakfast comes to your door. We never use cheap ingredients: Auntie Wang makes everything herself. Please take your belongings with you after your meal. Closing at 11 today. Welcome!"

manager li 王阿姨，恭喜！我一早就來排隊了，還特別穿了西服，三十年了，要正式一點。這油條最道地，我分辨得出來，跟三十年前一個味道。

Wáng āyí gōngxǐ wǒ yì zǎo jiù lái páiduì le hái tèbié chuān le xīfú sānshí nián le yào zhèngshì yìdiǎn zhè yóutiáo zuì dàodì wǒ fēnbiàn de chū lái gēn sānshí nián qián yí ge wèidào · Auntie Wang, congratulations! I've been queueing since first thing, and I put on a suit specially: thirty years deserves a bit of ceremony. These youtiao are the real thing: I can tell, same taste as thirty years ago.

auntie wang 李經理，謝謝您這麼多年的光顧。今天的早餐，我請客！

Lǐ jīnglǐ xièxie nín zhème duō nián de guānggù jīntiān de zǎocān wǒ qǐngkè · Manager Li, thank you for coming all these years. Breakfast is on me today!

xiaowen 王阿姨，開店三十年，您遇過最大的困境是什麼？

Wáng āyí kāi diàn sānshí nián nín yù guo zuì dà de kùnjìng shì shénme · Auntie Wang, in thirty years running the shop, what was the hardest time?

auntie wang 剛開店的那幾年，我什麼都賣過：紅燒肉、馬鈴薯沙拉……有一次颱風，店裡損失慘重，我差點把店賣給一個買主。

gāng kāi diàn de nà jǐ nián wǒ shénme dōu mài guo hóngshāo ròu mǎlíngshǔ shālā yǒu yí cì táifēng diàn lǐ sǔnshī cǎnzhòng wǒ chàdiǎn bǎ diàn mài gěi yí ge mǎizhǔ · In the first few years I sold everything: braised pork, potato salad… Then a typhoon hit and the shop took heavy losses. I nearly sold it to a buyer.

xiaowen 後來呢？

hòulái ne · And then?

auntie wang 是這條街上的老鄰居守護了這家店。大家每天都來吃，有人還借我錢。這份人情是無形的，比什麼都值錢。

shì zhè tiáo jiē shàng de lǎo línjū shǒuhù le zhè jiā diàn dàjiā měi tiān dōu lái chī yǒu rén hái jiè wǒ qián zhè fèn rénqíng shì wúxíng de bǐ shénme dōu zhíqián · The old neighbours on this street looked after the shop. Everyone came to eat every day, and some lent me money. You can't see that kind of kindness, but it's worth more than anything.

zhiming 你們看，手機上的訂位一直來，門口都被外送的機車堵住了！連對面百貨公司的售貨員都穿著套裝來排隊。很多年輕人也來了，有的穿得很時髦，服飾、首飾都很講究，還拍照放到網路上。

nǐmen kàn shǒujī shàng de dìngwèi yìzhí lái ménkǒu dōu bèi wàisòng de jīchē dǔ zhù le lián duìmiàn bǎihuògōngsī de shòuhuòyuán dōu chuān zhe tàozhuāng lái páiduì hěn duō niánqīng rén yě lái le yǒude chuān de hěn shímáo fúshì shǒushì dōu hěn jiāngjiù hái pāizhào fàng dào wǎnglù shàng · Look, the bookings keep coming in, and the doorway's blocked by delivery scooters! Even the shop assistants from the department store opposite have come to queue in their suits. Lots of young people have come too: some dressed really stylishly, clothes and jewellery just so, taking photos for the internet.

xiaowen 王阿姨的笑容好甜美。網友都說：這才是臺北的早餐。今天我真是見識到了。

Wáng āyí de xiàoróng hǎo tiánměi wǎngyǒu dōu shuō zhè cái shì Táiběi de zǎocān jīntiān wǒ zhēnshì jiànshì dào le · Auntie Wang's smile is so sweet. Everyone online is saying: this is what a Taipei breakfast should be. Today I really saw it for myself.

chapter 4 another thirty years

auntie wang 打烊了！今天是我開店三十年來，賣得最多的一天。
dǎyáng le jīntiān shì wǒ kāi diàn sānshí nián lái mài de zuìduō de yì tiān · We're closed! In thirty years, today was the day I sold the most.

ajie 單據我都整理好了，請王阿姨蓋章就好。用手機支付的客人，比我想的多了一倍，還有一位客人的發票中獎了！明天我們再檢討一下，看哪些做法有用。
dānjù wǒ dōu zhěnglǐ hǎo le qǐng Wáng āyí gàizhāng jiù hǎo yòng shǒujī zhīfù de kèrén bǐ wǒ xiǎng de duō le yí bèi háiyǒu yí wèi kèrén de fāpiào zhòngjiǎng le míngtiān wǒmen zài jiǎntǎo yíxià kàn nǎxiē zuòfǎ yǒuyòng · I've sorted out all the receipts: Auntie Wang just needs to stamp them. Twice as many customers paid by phone as I expected, and one customer's receipt even won the lottery! Tomorrow we'll review what worked.

auntie wang 我本來以為，我這種小店，年輕人勢必不會來。這幾天我好好反省了一下：是我想錯了。
wǒ běnlái yǐwéi wǒ zhè zhǒng xiǎo diàn niánqīng rén shìbì bú huì lái zhè jǐ tiān wǒ hǎohǎo fǎnxǐng le yíxià shì wǒ xiǎng cuò le · I thought young people were bound to ignore a little shop like mine. These last few days I've had a good think: I was wrong.

meiling 好吃的東西未必要很昂貴，也未必要很新潮。外在不重要，可是必定要有心思。您的心思，大家都吃得出來。
hǎochī de dōngxi wèibì yào hěn ángguì yě wèibì yào hěn xīncháo wàizài bú zhòngyào kěshì bìdìng yào yǒu xīnsī nín de xīnsī dàjiā dōu chī de chū lái · Good food doesn't have to be expensive, or trendy. Looks don't matter, but it has to be made with care. Everyone can taste the care you put in.

auntie wang 我還要告訴你們一個好消息：我兒子下個月要調回臺北了！他說要跟我一起把店做下去。
wǒ háiyào gàosù nǐmen yí ge hǎo xiāoxí wǒ érzi xià ge yuè yào diào huí Táiběi le tā shuō yào gēn wǒ yìqǐ bǎ diàn zuò xiaqu · And I've got some good news for you: my son's being transferred back to Taipei next month! He says he'll keep the shop going with me.

anna 太好了！那這家店就有出路了。這是我們一起選購的圍巾，謝謝您這麼多年對我們的照顧。
tài hǎo le nà zhè jiā diàn jiù yǒu chūlù le zhè shì wǒmen yìqǐ xuǎngòu de wéijīn xièxie nín zhème duō nián duì wǒmen de zhàogù · That's wonderful! Then the shop has a future. Here's a scarf we chose together: thank you for looking after us all these years.

auntie wang 你們這些孩子……我不由得想哭。今天的事，我永遠不會遺忘。
nǐmen zhèxiē háizi wǒ bùyóude xiǎng kū jīntiān de shì wǒ yǒngyuǎn bú huì yíwàng · You lot… I can't help wanting to cry. I'll never forget today.

david 王阿姨，別哭。大家花了不少銀子，可是很值得。這麼好吃的早餐，必定會再賣三十年！
Wáng āyí bié kū dàjiā huā le bùshǎo yínzi kěshì hěn zhíde zhème hǎochī de zǎocān bìdìng huì zài mài sānshí nián · Don't cry, Auntie Wang. We all spent a fair bit of cash, but it was worth it. Breakfast this good is bound to sell for another thirty years!

zhiming 我已經有新的構想了：十年以後，我們來做「四十年的滋味」！
wǒ yǐjīng yǒu xīn de gòuxiǎng le shí nián yǐhòu wǒmen lái zuò sìshí nián de zīwèi · I've already got a new plan: in ten years' time, we'll do "Forty Years of Flavour"!

chapter 5 why taiwan eats breakfast out

xiaowen 各位觀眾晚安。在臺灣，幾乎每條街都有早餐店，這是很多外國人覺得最神奇的事。
gèwèi guānzhòng wǎnān zài Táiwān jīhū měi tiáo jiē dōu yǒu zǎocān diàn zhè shì hěn duō wàiguó rén juéde zuì shénqí de shì · Good evening, everyone. In Taiwan there's a breakfast shop on almost every street: to many foreigners, it's the most amazing thing.

xiaowen 為什麼臺灣人這麼愛在外面吃早餐？一個原因是，很多家庭夫妻都上班，早上沒有時間做飯；另一個原因是，早餐店又便宜又方便。
wèishénme Táiwān rén zhème ài zài wàimiàn chī zǎocān yí ge yuányīn shì hěn duō jiātíng fūqī dōu shàngbān zǎoshàng méiyǒu shíjiān zuò fàn lìng yí ge yuányīn shì zǎocān diàn yòu piányí yòu fāngbiàn · Why do people in Taiwan love eating breakfast out so much? One reason is that in many families both husband and wife work and have no time to cook in the morning; another is that breakfast shops are cheap and convenient.

xiaowen 早餐店的種類也很多：有賣豆漿、油條的傳統早餐店，也有賣三明治、漢堡、奶茶的早餐店。
zǎocān diàn de zhǒnglèi yě hěn duō yǒu mài dòujiāng yóutiáo de chuántǒng zǎocān diàn yě yǒu mài sānmíngzhì hànbǎo nǎichá de zǎocān diàn · There are all kinds of breakfast shops, too: traditional ones selling soy milk and youtiao, and others selling sandwiches, burgers and milk tea.

xiaowen 可是這幾年，超商的早餐和咖啡越來越方便，不少老店的客人越來越少，有的只好關門。
kěshì zhè jǐ nián chāoshāng de zǎocān hé kāfēi yuèláiyuè fāngbiàn bùshǎo lǎo diàn de kèrén yuèláiyuè shǎo yǒude zhǐhǎo guān mén · But in recent years, convenience-store breakfasts and coffee have become more and more convenient, many old shops have fewer and fewer customers, and some have had to close.

xiaowen 今天我們拜訪的王阿姨，用一個三十週年的活動證明了一件事：只要用心，老店也能留住年輕的客人。
jīntiān wǒmen bàifǎng de Wángāyí yòng yí ge sānshí zhōunián de huódòng zhèngmíng le yí jiàn shì zhǐyào yòngxīn lǎo diàn yě néng liúzhù niánqīng de kèrén · Auntie Wang, whom we visited today, proved one thing with her thirtieth-anniversary event: with real care, an old shop can keep young customers too.

Planning, cooking, selling and saying thank you: a whole unit of food, shopping and money in one morning. Unit 6, done!
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