

## Simplified Speech #091 – Food delivery apps

### Episode description

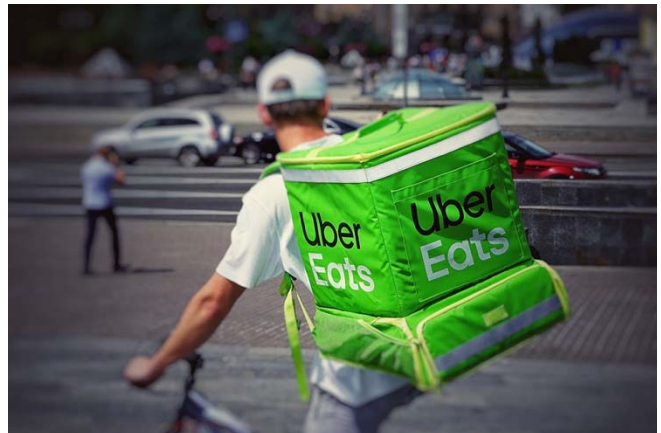
There are more and more food-delivery options available every year. In this episode, Andrew and Kassy talk about the apps they use and how often they order food, cook for themselves, or treat themselves to a night out.

### Fun fact

It is said that the first-ever food delivery order happened in 1889. Italy's King Umberto and Queen Margherita had Raffaele Esposito deliver a pizza to their palace in Naples.

### Expressions included in the study guide

- Big players
- [Someone] can't be bothered
- Wherever [something] lands
- Market towards [someone]
- A step up from
- Side hustle



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## Transcript

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Note: The words and expressions that appear in **bold text** within the transcript are discussed in more detail in the Detailed Explanations section that follows the transcript. The transcript has been edited for clarity.

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**Andrew:** Hello, everyone. My name is Andrew.

**Kassy:** And I'm Kassy.

**Andrew:** And this is the Culips English Podcast.

**Andrew:** Hey there, everyone. Welcome back to Culips. You are listening to Simplified Speech, the series where we have completely natural English conversations, but we slow down our speaking speed just a touch, just a little bit. And we hope that by listening to the series, you can improve your English listening skills and become a fluent English listener, which will then help you become a fluent English speaker. Today I am joined by my cohost Kassy. Hey there, Kassy.

**Kassy:** Hey, Andrew.

**Andrew:** And, everyone, there is a study guide available for this episode for all Culips members. And if you'd like to follow along and use the study guide while you listen to us here today, you can do that by downloading it from [Culips.com](http://Culips.com), [C-U-L-I-P-S.com](http://C-U-L-I-P-S.com).

**Andrew:** All right, Kassy, you mentioned earlier to me that it's the first day of your summer vacation. Congratulations.

**Kassy:** Thank you. It's amazing, really.

**Andrew:** I think all teachers look forward to summer vacation, right?

**Kassy:** Yeah, I think we look forward to it more than the students do.

**Andrew:** It's entirely possible, entirely possible. But today, Kassy, we're not going to talk about summer vacation. We are going to talk about food delivery. Wow. What a delicious topic.

**Kassy:** Yeah, I love food.

**Andrew:** So, specifically, we are going to talk about food delivery apps. And, you know, these days, they're super common all around the world. Different companies have different food delivery apps. You can use an app on your phone to get food delivered to, really, wherever you are. You could order it to your house, to your office. I've even heard about people ordering food to the park so they can have a picnic.

**Andrew:** So, Kassy, I was thinking we could start by just going through some of the big food delivery apps that are, you know, the **big players** in the game in Canada and in the USA. What are some of the popular apps these days in the US?

**Kassy:** Yeah, I think the two most popular ones that I've heard of are Uber Eats, which is kind of like a subcategory of the Uber driving company, taxi company, and then Grubhub, as well.

**Andrew:** I like that name, Grubhub.

**Kassy:** Yeah, grub meaning another name for food, kind of a slang word.

**Andrew:** A lot of times, they'll say wanna grab some grub? Wanna grab some grub? Do you want to eat some food? But I have the feeling that grub is usually kind of greasy, fast food.

**Kassy:** Yeah, you wouldn't, like, vegetables and fruit don't come to mind when you think grub.

**Andrew:** Right. But the name is kind of funny, Grubhub, just meaning a place where you can order many different types of food. And in my country, in Canada, the most popular app, or at least among my friends, is called SkipTheDishes, SkipTheDishes.

**Kassy:** This is a great name, because one of my least favourite things about cooking is cleaning the dishes afterwards.

**Andrew:** Right? So they're highlighting the convenience of delivery food with the title of this app, emphasizing that if you order food through them, then you won't have to do the dishes afterwards. You can skip doing that annoying chore.

**Kassy:** It's a great advertisement, honestly.

**Andrew:** OK, Kassy, so why don't we talk about our personal lives, our personal food ordering lives?

**Kassy:** OK.

**Andrew:** Do you order delivery food often? Is this a service that you utilize frequently?

**Kassy:** Um, honestly, no. I'm a little bit thrifty. And, honestly, I think delivery food is kind of a, not waste of money, but it can really hurt your budget sometimes, depending on how much you order.

**Andrew:** Yeah, I completely agree. Actually, that's a really interesting word you just used there Kassy, thrifty. You said you're a little bit thrifty. What does that mean, exactly?

**Kassy:** Thrifty means that you save money and you only spend money when necessary. It's similar to stingy, but it's the good version of stingy.

**Andrew:** Right, right. So stingy means that you really hate spending money and you do everything you can to save money, even when it means being rude in a social situation. Like maybe when you go out to eat with your friend, you never pay the bill. You always let your friend pay the bill. This is stingy, right?

**Kassy:** Yeah, but thrifty people, they're more than happy to be generous on occasion. But when they're buying things for themselves, they tend to save their money.

**Andrew:** Yeah, they're just more careful with their money and more conservative with their spending. And I would say that I can be very thrifty, as well, from time to time. But that doesn't mean that I completely skip ordering food, because I am also lazy from time to time.

**Kassy:** Andrew, what's your favourite delivery food to order?

**Andrew:** Ah, it would have to be pizza, I think. Yeah, pizza. Especially, you know, Kassy, I'm a runner and I like to go running. And one of my guilty pleasures after a long run or after a long race, when I'm just really tired and **I can't be bothered** to cook, is to order a pizza. And I always use a delivery app to do that.

**Kassy:** Yeah, actually, when I was growing up, our family had a Friday night pizza night, where we would order pizza and watch a movie together. Sounds kind of like that.

**Andrew:** Yeah, for sure. Actually, I remember my family, too—maybe this is why I still do it—is that whenever we would order out, we would always get pizza. That was the go-to, the common order was always pizza. However, my dad was also thrifty. Maybe you could even say stingy. Sorry, Dad. So we wouldn't get it delivered, because he didn't like paying tips, so we would pick it up. We would go drive our car to the pizza shop and just pick up the pizza and then bring it back to our house to eat it.

**Kassy:** Yeah. I guess that's a common culture in America and Canada, right? Tipping, even for delivery food.

**Andrew:** You know, there's no law about it. It's not required. But it's such a strong social tradition to tip that if a driver comes to your house and gives you the pizza and all you do is pay the pizza price, but you don't give the driver a tip, then the driver will think that you are a huge jerk. And maybe will even blacklist you and will not come back to your house again.

**Kassy:** Yeah, that was a good word you used, blacklist.

**Andrew:** Blacklist someone or something means to ban them, ban them. So if you didn't tip, then the restaurant might say, "Oh, this is a bad customer. We're not going to serve them again. They are banned from ordering at our restaurant."

**Kassy:** I wonder how long a restaurant's blacklist is? That would be an interesting thing to find out.

**Andrew:** I'm sure some restaurants do have a blacklist. I don't think I'm just making this up. I think it is a real thing, probably.

**Andrew:** What about your friends, your circle of friends? I know some of my friends order food, like, every day. They hate cooking, they don't know how to cook. Maybe they don't like going to restaurants and it's just really convenient to eat at home. And, you know, now we can order from almost any restaurant with these apps. Like, like we were saying, back when we were kids, it was really only pizza restaurants did delivery, Chinese food restaurants.

**Kassy:** I was gonna say Chinese food.

**Andrew:** Yeah. But other than that, those were your only options. But now, fast food, sushi, everything you can think of you can get delivered. So I have friends that always order food every day, which I can't believe, but they do. Do you have friends like this, too?

**Kassy:** Of course, I definitely do. And, actually, part of my family, my aunt's family, they all hate cooking. So they actually have a board game spinner that has, you know, like a pie chart and different sections have different takeout options: pizza, fried chicken, Chinese food, Indian food. And then they'll spin it and **wherever the spinner lands** is what they order for dinner.

**Andrew:** I like that idea. It sounds delicious. Don't get me wrong. I wish I could order delivery food and eat restaurant food every day. I think it's just the thriftiness in me that prevents me from doing it.

**Kassy:** Other new things that are popping up, not just delivery services. There's also these things called meal services. Andrew, can you explain meal services a little bit?

**Andrew:** Sure. So, if our listeners listen to other English podcasts, then maybe they have heard ads for a company called Blue Apron, because this company really advertises a lot on podcasts, and I hear their ads all the time. I've never actually tried their service myself. But what they do is they send you a meal kit. If you become one of their customers and you subscribe to their program, they send you a meal kit.

**Andrew:** A meal kit is, like, all of the ingredients that you need to cook a certain dish. So let's say the dish is spaghetti and meatballs, for example. They will send you the pasta, spaghetti sauce, the meat, and the vegetables that you need to make this dish, along with the recipe. And everything is measured out into the exact perfect quantities that you need. So it's really easy just to toss it together and then eat the meal.

**Andrew:** And I think they, you know, they **market towards professionals, busy people that want to have healthier food** than restaurant food. You know, restaurants try to make the food as delicious as possible, and sometimes this means putting in extra oil or extra salt, which is delicious, but not as good for our bodies. So I think Blue Apron is trying to offer healthier meals, but still having a really high convenience factor.

**Kassy:** Yeah, I've actually, I have not used Blue Apron, but I have the used a meal service before.

**Andrew:** How did that go?

**Kassy:** It was really convenient. And it was really affordable, because the meals are actually quite big. Like, you pay for one meal, but I could use it for almost two, sometimes three meals, because it had such a large amount of food. And it allowed me to cook food that I probably wouldn't have tried cooking on my own, because of the strange ingredients. Like, one of them had Himalayan salt. I've never bought Himalayan salt in my life.

**Andrew:** Yeah, that's a really good point, especially for people who live alone, right? Both of us, we are living by ourselves. And so cooking is not as easy for single people because, yeah, if you wanted to make an Indian curry or chili or something, some dish where you needed lots of different ingredients, it's inconvenient. It costs a lot of money to buy all the different things that you need for the dish and then you end up with such a big portion that often you can't eat it before it expires, before it goes bad.

**Kassy:** Yeah, exactly. And I really like this kind of service because, when I was a kid in the past, they had these awful TV dinner, frozen-type meals for single people.

**Andrew:** Yeah, Hungry-Man. I remember one brand was called Hungry-Man.

**Kassy:** That's right. This is kind of **a step up from** that, right? An upgrade to frozen meals. Now you have a more fresh meal that is still convenient and for a single use.

**Andrew:** So I think that's one of the things that's appealing about a meal service like this. They are a little expensive, though. Which, again, is unappealing to me. When you look at the price per meal, it's pretty expensive, I think. Still, if you are trying to eat healthy and on the cheap, then the best way to do that is just to cook at home for yourself.

**Andrew:** Kassy, we'll wrap it up here. But the last comment I wanna make is that these days, I've been seeing a lot of food delivery scooter drivers. They're not drivers like in a car or a motorcycle or motor scooter. They're on these electric scooters or electric bicycles. They're taking up my bike lane in the park, but that's OK.

**Andrew:** The comment that I wanted to make is that I think this could be potentially a really fun part-time job. Maybe the students don't think so. But when I see them, I get a little hint of jealousy, like, I think, "Looks like fun!" You get to ride this electric scooter around and just drop off food and pick up orders. And, I don't know, if I ever find myself with some extra free time, maybe I'll deliver one day a week or one night a week as a way to keep busy and make a little bit of extra pocket money.

**Kassy:** Yeah, that's a good point. We mentioned Uber Eats earlier. One of my friends, actually, does that. If she has a little bit of free time in the evening, she'll log on to the app, pick up some food from a restaurant, and make some deliveries.

**Andrew:** Yeah, if you have just a couple of hours to kill, right? Especially if you live in an area with lots of restaurants and lots of people around, then I've heard that it can potentially be quite lucrative. Lucrative, meaning that you can make quite a bit of money doing it. But I think there's so many factors that it depends on, depends on how many people are ordering, how fast you can order, how quick you are at accepting the order before other drivers, so many factors, just about how hard you're willing to work, too.

**Kassy:** But it's a good idea for a nice **side hustle** if you have the time.

**Andrew:** That's right.

**Andrew:** Well, I think we'll leave it here for today. Thank you for listening, everyone. We'd like to know your experience. Do you use food delivery apps? Do you order food through apps once in a while, like me? Or very rarely, like Kassy? Or are you like our friends who order food nearly every day? Send us a message and let us know. Our email address is [contact@Culips.com](mailto:contact@Culips.com). We're also all over the place on social media. So if you search for the Culips English Podcast on your favourite social media service, you can find us, follow us, and stay up to date with all of the latest Culips news.

**Andrew:** And if you like Culips, please support us. You can do that by leaving a five-star rating and a nice review on Apple Podcasts or Google Podcasts or whatever service you use. And, of course, you can always support us by becoming a Culips member.

**Andrew:** That is it for us for now. We'll be back soon with another brand-new Culips episode, and we'll talk to you then. Goodbye.

**Kassy:** See ya.



## Detailed Explanations

### Big players

Noun

**Big players** are the most important and successful companies in any industry. They are the best, especially when compared to smaller companies in the same industry. You could also say **major players** or **large players**.

The term **big players** is like market leaders (if not exactly the same). Market leaders have the highest total sales in their industry. Market leaders also have a lot of influence on customers and industry pricing.

Here are a couple more examples with **big players**:

**Narendra:** As you can see from the chart on page 4, two major leaders have emerged in our industry. The **big players** have already changed the standard social media strategies from the older, less effective posts to new interactive, engaging online communication.

**Xuan:** And what does this mean for our company's marketing strategies?

**Narendra:** Well, we'll have to take a look at our current methods and come up with a new plan to reach our potential customers. And we'll be competing with these companies, as well as the other smaller businesses like us.

**Samuel:** So, I'm thinking of running for student council this year.

**Ashleigh:** Really? That's not something I ever thought you would do. What position?

**Samuel:** President. No point in going for a spot if it's not the top spot, am I right?

**Ashleigh:** Well, there are some **big players** running this year. You know Damien? The quarterback and essentially the smartest guy in school? He's running. So is Katayun ... She's got better grades than Damien, and one of her parents is on the city council. Maybe you should aim a bit lower.

**Samuel:** Gee, thanks for having my back.

**Ashleigh:** Just trying to be logical here. You've got the highest math grade in our class. Why don't you run for treasurer instead?



## [Someone] can't be bothered

### Phrase

When **someone can't be bothered** to do something specific, they don't want to, and won't, do that thing. They usually don't have a good reason not to do it; it's more because they're lazy and unwilling to make the effort. The phrase could also be used to mean that they think the task itself is unnecessary. In this episode, Andrew and Kassy mention that they like to use delivery apps when **they can't be bothered** to cook. This means that they use delivery apps when they don't want or are too lazy to cook.

Here are a couple more examples with **[someone] can't be bothered**:

**Vij:** Ready for our gym session? Can't wait for leg day, man.

**Raynor:** Ugh. No ... **I can't be bothered** today.

**Vij:** What? No, don't leave me hanging like this! I need my spotter. Why won't you come?

**Raynor:** I'm just not really in the mood today. I'd rather just keep binge-watching my show. All right? You go. Have fun working those legs.

**Samiya:** How was girls' night last night? Did you go?

**Meena:** Nope!

**Samiya:** Aw, why not?

**Meena:** **Couldn't be bothered.** Stayed in and had a bubble bath instead.

**Samiya:** Well, honestly, that does sound nicer than a crowded movie theatre.

**Meena:** You didn't go?

**Samiya:** No, I had to take Hasan to his game and then carpool a bunch of stinky teens home afterwards.

**Meena:** Sounds like you need a bubble bath night.

**Samiya:** I do!

## Wherever [something] lands

### Idiom

People use the idiom **wherever [something] lands** when making a decision. They use something like a spinner, a dart, or even a finger. This is a way of leaving the decision up to fate or chance.

In this episode, Kassy explains how part of her family picks where to order by using a spinner. She says, “**Wherever the spinner lands** is what they order for dinner.” Lands, in this case, means stops. Some people, when deciding where to go on their next vacation, will throw a dart at a map. **Wherever the dart lands** is their next destination!

Here are a couple more examples with **wherever [something] lands**:

**Naheed:** What movie do you want to watch tonight?

**Riz:** Hmm, I don't really care.

**Naheed:** OK, what genre of movie?

**Riz:** No preference.

**Naheed:** Fine. Time to get out the genre wheel! I'll spin it and **wherever the little arrow lands**, that's what we're watching, OK?

**Riz:** Sure, that works.

**Gillian:** I can't decide between this blouse and that t-shirt!

**Pratik:** Well, you can only get one, so you better decide.

**Gillian:** Stupid budget, making my shopping so much harder.

**Pratik:** Here, why don't we hang them on opposite walls ... There. Now throw this pen in the air and, **whichever side it lands on**, that's the one you buy.

**Gillian:** Oh, smart! Let's do that.

## Market towards [someone]

Phrasal verb

**Market towards [someone]** means to try to get a specific type of person to buy or use your product. You can also say **market to someone**. In this episode, Andrew says that meal services “**market towards professionals, busy people that want to have healthier food.**” This means that meal services are trying to get professionals and busy people to sign up. Their advertising and promotions are all designed to be attractive to and speak to those types of people.

Here are a couple more examples with **market towards [someone]**:

**Lee:** Man, you can really tell that these products are **marketed towards women**.

**Sakura:** What do you mean?

**Lee:** Pink and purple. Flowers. All female things.

**Sakura:** What? Are you from the late '90s or something? Guys can like flowers, you know. And pink. And purple.

**Lee:** OK, but ... I don't. And none of my guy friends do.

**Sakura:** Then you guys aren't the ones this company wants to have buy their stuff, are you?

**Elena:** Now, in order for us to develop a proper marketing plan for your company, we need to know what type of people your product is designed for.

**Lucia:** Why do you need to know that?

**Elena:** Well, we need to know who we're marketing to. Who is your audience? Who uses your product? Why should they use your product? We'll use these as our key points in the advertisements to **market towards the right audience**.

**Lucia:** Ah, well, I guess people who like to hike and who enjoy the outdoors?

**Elena:** Nature lovers, great. We can work with that.

## A step up from

Phrasal verb

When you say that something is **a step up from** something else, it means that it is better and at a higher level or rank than the other thing. If you think of quality as a staircase, then you're saying that one item is on a higher step than another item. In this episode, Kassy says that meal services are **a step up from** Hungry-Man, the frozen dinner brand. "An upgrade to frozen meals. Now you have a more fresh meal that is still convenient and for a single use," Kassy says. So meal services are better and of higher quality than frozen dinners.

Here are a couple more examples with **a step up from**:

**Xanthe:** Have you been to the new BBQ place downtown yet?

**Trevor:** No, but I really want to check it out. Have you been?

**Xanthe:** Yeah, and it's so good! It's really **a step up from** the BBQ restaurant that used to be there. I'm hoping to go back on the weekend to try a different meal from their very long menu. You should totally come.

**Trevor:** Heck, yeah, I'll come. Let me know when you plan to go and I'll meet you there.

**Ziyi:** I finally caved and bought new running shoes.

**Leisha:** Oh, thank goodness. When you ran the marathon last summer, I could see pieces of your shoes flying off onto the street. What kind of runners did you get?

**Ziyi:** All trainers, or whatever they're called ... All terrain? Multi-purpose trainers? Something like that, from the brand with the N for a logo. Can't remember the name. Anyways, they are, 100%, **a step up from** my old ones.

**Leisha:** I bet. I can't believe you lasted so long with those ancient monstrosities.

**Ziyi:** Me neither. Now I just need to break in these new ones so I won't get blisters at the next race.

**Leisha:** Well, you've got some time. It's still winter, as we can tell from the blizzard outside.

**Ziyi:** Thank goodness for treadmills, right?

## Side hustle

Noun

A **side hustle** is work or a job that you get paid for doing, separate from your full-time or main job. It is always something other than your main job. It is usually freelance or contract work and doesn't usually pay all that much. People start **side hustles** to make a little extra cash so they buy something fun or more expensive.

Andrew and Kassy talk about how many food delivery apps hire people to deliver their food. These drivers are often using the job as a **side hustle** to make a little extra cash.

Here are a couple more examples with **side hustle**:

**Manami:** Hey, Ling! I saw you last night handing out passes to that new nightclub. Why didn't you tell me you got a new job?

**Ling:** Oh, no! I didn't, no. Not a new job. Promoting parties is my **side hustle**. There was a launch party or something at the new club and my client asked my team to promote it.

**Manami:** Oh, OK. Why, though? Are you broke or something?

**Ling:** No, it just gives me a bit of extra spending money so I can, you know, go to the new club one night without stressing about the ridiculous cover fee.

**Takashi:** I saw a few of your designs for sale online last night. They're really cool. Are you trying to start a fashion business or something?

**Jenny:** Yeah, sorta. Right now, fashion design is my **side hustle**. I partnered with this great company—well, you know, you saw their website. I really want this to be my main hustle, though ... So tell all your friends!

**Takashi:** I will! And good for you. I've been thinking about investing in a **side hustle**, but I have no idea what to do. I mean, I'm in accounting—it's pretty boring and office based!

**Jenny:** Well, is there anything you've ever wanted to do or be? Like, when you were a kid? **Side hustles** are great for reviving those dreams, seeing if they'll work without having to stress about your budget or whatever.

**Takashi:** Good point. I'll mull that over for a bit this weekend. See you Monday!

## Quiz

**1. Which of the following means to be of better or higher quality?**

- a) a step up
- b) a step down
- c) a step to the side
- d) a step forward

**2. What does it mean when someone can't be bothered to do something?**

- a) the task is bothering them
- b) it doesn't bother them to do the task
- c) they don't want to and won't do the task
- d) they're very annoyed by the task

**3. After work, Josie makes crafts and sells them online. What is her craft business called?**

- a) a second job
- b) a side hustle
- c) a part-time job
- d) a hobby

**4. What does it mean when a company is considered a big player or major player?**

- a) their employees play a lot of sports
- b) they have a lot of professional athletes in their company
- c) they represent or are friends with a professional sports team
- d) they are an important and successful company in their industry

**5. Derrick needs to make a decision. He decides to spin a wheel to help him choose. What does he say before he spins?**

- a) wherever the spinner lands is what I'll do
- b) the wheel of fate will decide
- c) this wheel holds all the answers
- d) wherever the spinner lands is what I won't do

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## Writing and Discussion Questions

1. Can you think of any big players in the online language learning industry? Describe them and see if you can guess the type of people they market towards.
2. Sometimes we can't be bothered to do something—and that's OK! What is one chore or task you can't be bothered to do, and why?
3. Kassy's family uses a spinner to decide where to order. Describe a time when you've made a decision using the "wherever [something] lands" approach.
4. What is one thing that you would consider is a step up from its competitors?
5. What would be your perfect side hustle, if you ever decided to start one?



## Quiz Answers

1.a    2.c    3.b    4.d    5.a

### Episode credits

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