

## Report about new burger brand - Answers

1. started life here
2. queues are so long
3. proved so popular
4. That means that
5. We're going to ask the people
6. prefer the quality of
7. Nothing like
8. bready
9. What I primarily
10. like, sauce
11. like a really secondary
12. for different reasons
13. lines to get it
14. incredibly long
15. don't want to spend
16. Right now
17. you can't beat that
18. not a piece of cardboard
19. I'm alright
20. Neither right now
21. In terms of
22. so much hype around it
23. drives up a lot
24. pretty secure
25. ebb and flow
26. but particularly if you're talking just about

## Partial transcript

It started life here more than 10 years ago.

It became so popular, and the queues are so long, that it's being expanded even more.

They've proved so popular that the company is floating on the Stock Market at a valuation of \$568m.

That means that every Shake Shack store is worth 3 times as much as a McDonald's.

Both cost about \$5. We're going to ask the people of New York what they prefer.

I prefer the quality of Shake Shack.

Nothing like a cold Big Mac!

It's very bready.

What I primarily taste is just bread and, like, sauce; the meat feels like a really secondary flavour.

I like both for different reasons. I love the Shake Shack because it's fresher, it tastes better, but the lines to get it sometimes are incredibly long, so you don't want to spend the time.

Right now the Shake Shack: it's juicier, lettuce and tomato; you can't beat that; actually I like the bun better too, because it tastes like a real piece of bread and not a piece of cardboard, I guess.

No, I'm alright, I already ate today. Neither right now.

In terms of McD being in trouble, this is just a small demographic.

There's so much hype around it, I think that's what drives up a lot of the value.

I think McD is pretty secure. I mean, listen, it's going to ebb and flow, and they'll have to close down a few of its billions of restaurants, but particularly if you're talking just about Americans, Americans are never going to give up their McDs.