

Read the selection below and answer the questions that follow it.

## Pita Pit

Can fast food be healthy? John Sotiriadis and Nelson Lang, the founders of Pita Pit, thought so and saw a need in the market for a healthy fastfood outlet. Pita Pit puts a fresh twist on fast food and is an alternative to traditional burger and pizza places. Pita Pit opened its first store in Kingston, Ontario, in 1995. In 1997, the Pita Pit franchise expanded across Canada and in 1999 expanded into the United States. Today there are 220 stores worldwide, with two to four new locations opening monthly.

Pita Pit's success is built around understanding their customers. Pita Pit has a loyal following of students and health-conscious individuals who want a healthy meal. Yet their customer base has broadened as students become professionals and as healthy eating is emphasized in society.

Pita Pit aims to please their customers on five dimensions: convenience, accessibility, service, atmosphere, and taste. Pita Pit tries to be accessible and convenient by locating its stores close to its customers, usually on or around college campuses and social hubs. Pita Pit also maintains extended hours, usually until 3 a.m. or 4 a.m., in order to satisfy hungry bar-goers after a night out or students studying late. Pita Pit also delivers. Often the delivery person arrives on a bicycle, reflecting Pita Pit's healthconscious image.

The atmosphere, service, and taste are consistent across locations. Stores are decorated in bright colours with familiar

Pita Pit cartoon characters on the menu. Service is standardized as franchise owners receive training at national training centres. Pitas are made to order to the customer's exact specifications on the spot from a wide variety of fillings.

Pita Pit has faced increased competition from established fast-food chains. Most fast-food restaurants now have healthier meals and salads on their menu. However, Pita Pit feels that by specializing in pitas they have an advantage. Pita Pit feels they make one item extremely well as opposed to many items unimpressively. And they also understand their customers do not want to see fries and burgers on their menu. Pita Pit is distinctively healthy and that is why customers love it.



**Multiple-Choice** (Record the best or most correct answer on this sheet.)

- 1** In the second sentence, the phrase “the founders of Pita Pit” has been placed between commas to
- A** separate items
  - B** to explain the phrase
  - C** set off the equivalent to the previous noun(s)
  - D** set off contrasting expressions
- 2** Pita Pit emphasizes
- F** an alternative to traditional fast food
  - G** its service
  - H** healthy eating
  - J** its specialization in pitas
- 3** Another word for “standardized” as used in paragraph 4 is
- A** consistent
  - B** procedure
  - C** technique
  - D** guarantee
- 4** Why is Pita Pit growing so rapidly?
- F** Its franchisers can please customers with a varied menu.
  - G** It creates competition for other fast-food restaurants.
  - H** Its late hours bring in the younger crowd.
  - J** It has found a special niche appealing to health-conscious customers.
- 5** What is the purpose of the final paragraph of this selection?
- A** to explain the popularity of Pita Pit
  - B** to list Pita Pit’s specialty
  - C** to compare it to its competitors
  - D** to describe Pita Pit’s uniqueness in the industry
- 6** How does Pita Pit aim to be accessible to its customers?
- F** by preparing their food as requested
  - G** by establishing an engaging atmosphere
  - H** by situating stores near its customers
  - J** by emphasizing healthy eating

**Written Answers**

- 7** Summarize this selection. Include a main idea and one point that clearly supports it.

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- 8** Businesses always try to gain a competitive edge on their competition. Explain how Pita Pit has been successful in this regard.

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**Rough Notes**

*Use the space below for rough notes. Nothing you write in this space will be scored.*

End of Section A. Continue to Section B