

# ***Why English Matters***

## **Webisode #6 CAFÉ BRITT**

**“Brewing Global Success”**

**Alexander Elizondo**

**Barista Training, Café Britt**

My favorite coffee is a really, really good espresso.

[Music]

**Title:**

**Why English Matters**

**Documentary Series**

**Brewing Global Success**

**Onscreen Text:**

For centuries, Costa Rica has been one of the world’s largest coffee producers.

In 1985, Café Britt was founded on a small plot of land, producing coffee locally.

Today, Café Britt is growing globally through distribution, retail and online sales.

**Humberto Quiros**

**HR Director, Café Britt**

Britt has 1,300 people. We have our headquarter in Costa Rica but also we have operations in South America, Colombia, Peru and Chile, in the Caribbean, Curacao and

Antigua and Barbuda, Dominican Republic, in Mexico, in Miami and in New Caledonia. So it is really important for our people to have really, really strong English skills, almost English as a native language.

[Music]

**Online Text:**

Alexander Elizondo

Barista Training, Café Britt

**Humberto Quiros**

**HR Director, Café Britt**

Alex is like our ambassador everywhere. He is traveling a lot and he is teaching and training some of our customers.

**Alexander Elizondo**

**Barista Training, Café Britt**

Because of my job, I have to travel to several different islands in the Caribbean and I have to go to different hotels. During my day, I have to, you know, show them how to get from our coffee, the best cup of coffee that they can get. And I only can do it using my English.

[Music]

**Humberto Quiros**

**HR Director, Café Britt**

He is visiting very important hotels, very important companies. For the investors are asking for some help and support. That is why, for Alex, it's key to be fluent in English.

**Onscreen Text:**

Alex's passion for coffee runs in the family.

**Omar Elizondo**

**Alex's father – Subtitled**

35 years ago, I also worked with the people of Café Britt. I don't speak English. No speak English.

**Alexander Elizondo**

**Barista Training, Café Britt**

He doesn't speak English and he's very happy that I do.

**Omar Elizondo**

**Alex's father – Subtitled**

I'm very proud of him because he speaks English, and he's doing very well at work.

**Alexander Elizondo**

**Barista Training, Café Britt**

And still I know that I have to improve my English.

[Music]

**Alexander Elizondo**

**Barista Training, Café Britt**

To get a good cup of coffee is not only about the beans that you use. Well the secret is to make it with love. That the secret. English opens many doors for me. One of them is to work with this company.

**Humberto Quiros**

**HR Director, Café Britt**

Our plans is to expand our operations globally. That is why we are investing in developing English skills everywhere.

**Alexander Elizondo**

**Barista Training, Café Britt**

At Café Britt, I work, I travel, I share my passion for coffee and I help the company grow. And I only can do it using my English.

[Music]

**Onscreen Text:**

The views and testimonies expressed in this documentary are of the individuals participating in it and do not necessarily reflect the views of Café Britt.

**[End of Café Britt]**