



**EPREUVES D'ADMISSION
EN QUATRIEME ANNEE CIT**

SESSION MAI 2018

LANGUE DE TRAVAIL : ANGLAIS

EPREUVE DE LA MATINEE : 9h – 12h

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Ice-cream parlours are booming – and it's not only because of Instagram and teetotalism*

Built in the Victorian era and now a sedate enclave of independent cafes and shops, Cardiff's Castle Arcade does not look like a crucible of radical innovation. Enter Science Cream, however, and you feel like you've stepped into a science fiction movie. Stood behind a Perspex screen, dressed in white lab coats and protective goggles, this ice-cream parlour's "laboratrists" use great billowing flasks of liquid nitrogen to instantly freeze what is – thanks to LN2 creating such tiny ice-crystals – some of the smoothest, most thickly luxurious ice-cream you will ever taste.

It is a spectacle at which, not just children, but even the most cynical adults cannot help but marvel. "Today, it's all about doing what Amazon can't and giving customers an experience," says the owner, Carly Karran, who is hunting for a second site in Bristol. "We're always nostalgic about ice-cream, it brings people joy, but throw in the liquid nitrogen vapour and it's a double-whammy, a very "Instagrammable" one. It ticks all the boxes."

With its freshly blowtorched marshmallows**, homemade honeycomb*** and use of all-natural ingredients (to ensure clear, intense flavours), Science Cream is a high-end parlour. Two scoops of its sea salt and burned caramel or black charcoal coconut ice-cream will cost you up to £5. But this hip store is also an example of a wider surge in the popularity of ice-cream parlours and dessert bars. A surge that, powered by fast-expanding national chains such as Kaspas and Creams, is bucking high street trends.

Last month, having analysed 67,157 premises in 500 town centres, PricewaterhouseCooper reported that, with nail bars, book stores, coffee shops and craft beer bars, ice-cream parlours are one of a handful of growing sectors. Overall, the high street store is shrinking. For every 11 new high-street stores, 16 close. Yet the number of ice-cream parlours, historically seen as a seasonal seaside concept, rose by 20% last year.

If you are over 25, you may well never have heard of Creams, but this urban dessert bar chain has opened 70 sites in the past seven years and is aiming for 300 by 2022.

Last year, Creams made a subtle cameo in the music video for Big Shaq's hit "Man's Not Hot" Evidence, says Creams co-founder Adam Mani, of its "cult following" among young people, particularly in London.

Tony Naylor, The Guardian Online, Wed 9 May 2018

* Teetotalism – when a person does not drink alcohol

** Marshmallows – les guimauves

*** Honeycomb – nid d'abeille