

Transform  
Trade

# Big Brew 2024

## Shopping Quiz

Community stores are changing lives across Bangladesh – providing new opportunities for women to earn a living. Shopping habits have evolved over time and across the world – so we thought we'd test your knowledge!

Suggested  
fee  
**£1**

**1. When did the first supermarket open in the UK?**

- A) 1937
- B) 1948
- C) 1953

**2. Walmart is the largest supermarket chain in the world. How many people does it employ?**

- A) 2.3 million
- B) 3.1 million
- C) 4.5 million

**3. Online shopping is fast, convenient and growing – what percentage of retail sales happen online in the UK?**

- A) 27%
- B) 34%
- C) 49%

**4. Which country spends the most on luxury goods per capita?**

- A) USA
- B) China
- C) South Korea

**5. Which of the following is the longest shopping street in Europe?**

- A) Champs-Élysées – Paris
- B) İstiklal Caddesi – Istanbul
- C) Oxford Street – London

**6. Customers have always complained about poor retail service – how old is the first recorded complaint?**

- A) Approx. 100BCE
- B) Approx 500BCE
- C) Approx 1750BCE

**7. The first known shopping catalogue was printed in 1498 – what did it sell?**

- A) Books
- B) Seeds
- C) Garments

**8. Which country has the most vending machines per capita?**

- A) Japan
- B) Mexico
- C) USA

**9. What was the first fairtrade product sold in the UK?**

- A) Chocolate
- B) Coffee
- C) Tea

**10. What is the biggest online shopping day of the year?**

- A) Black Friday – USA
- B) Singles Day – China
- C) Last Saturday before Christmas – Europe and USA

**11. We buy goods transported from all over the world. Which is the busiest shipping route in the world?**

- A) The Panama Canal
- B) The Suez Canal
- C) The English Channel

**12. Where is the biggest mall in the world?**

- A) Iran
- B) China
- C) Malaysia

# Shopping Quiz Answers

## 1. When did the first supermarket open in the UK?

B – In 1948, the London Cooperative Society was the first ‘self-service’ shop, where customers could handle the products themselves before payment.

## 2. Walmart is the largest supermarket chain in the world. How many people does it employ?

A – Walmart employs 2.3 million people, making it the largest private employer in the world!

## 3. Online shopping is fast, convenient and growing – what percentage of retail sales happen online in the UK?

A – 27% of retail sales are online in the UK (they grew nearly 50% during the covid-19 pandemic in 2020.)

## 4. Which country spends the most on luxury goods per capita?

C – South Koreans spend an average of \$325 a year on luxury goods.

## 5. Which of the following is the longest shopping street in Europe?

C – Oxford Street is approximately 1.5 miles long.

## 6. Customers have always complained about poor retail service – how old is the first recorded complaint?

C – A clay tablet from around 1750BCE written in Mesopotamia (modern day Iraq) revealed Nanni refused to pay for sub-standard pieces of copper.

## 7. The first known shopping catalogue was printed in 1498 – what did it sell?

A – The first catalogue was produced by the publisher Aldus Manutius in Venice, detailing the books he was printing.

## 8. Which country has the most vending machines per capita?

A – Japan has the most vending machines – one for every 25 to 30 people

## 9. What was the first fairtrade product sold in the UK?

A – Chocolate was the first Fairtrade product, made from cocoa grown in Belize

## 10. What is the biggest online shopping day of the year?

B – On Singles Day, China, single people are encouraged to send gifts to themselves.

## 11. We buy goods transported from all over the world. Which is the busiest shipping route in the world?

C – The English Channel (the Dover Strait) is the busiest shipping lane in the world.

## 12. Where is the biggest mall in the world?

A – The biggest mall is in Iran, with more than 2500 shops.

