

## France issues scratch-and-sniff baguette stamp

20th May 2024



The French Post Office (La Poste) has issued a commemorative postage stamp to honour France's famous bread – the baguette. The new stamp is not a run-of-the-mill issue. Its surface is coated with tiny capsules that,

once broken, release the fragrance of freshly baked bread. The €1.96 stamp depicts a baguette decorated with a red, white, and blue ribbon. A shopkeeper in the heart of Paris that sells the "scratch-and-sniff" stamp said it had a "bakery smell". The stamp was launched on Thursday to celebrate the day of the patron saint of bakers and pastry chefs. La Poste said it had an initial print run of 594,000 copies. It also said French bakers bake more than six billion baguettes every year.

The baguette is very close to the hearts of French people. France's President Emmanuel Macron once described it as being "250 grams of magic and perfection". La Poste wrote about the French loaf on its website. It called the baguette, "the bread of our daily lives, the symbol of our gastronomy, the jewel of our culture". It explained why the baguette was so popular. It said: "It is the promise of a delectable sensory experience. On view, it seduces with its golden crust....Fresh from the oven, its toasted scent whets the appetite." The baguette was given UNESCO heritage status in 2022. La Poste called the bread, "an ambassador of the bakery craft". It said the baguette, "transcends borders to become an international icon".

Sources: [laposte.fr](https://laposte.fr) / [theguardian.com](https://theguardian.com) / [france24.com](https://france24.com)

### Writing

Postage stamps are very important today. Discuss.

### Chat

Talk about these words from the article.

post office / bread / baguette / capsule / fragrance / shopkeeper / baker / chef / bake hearts / magic / gastronomy / jewel / culture / delectable / appetite / UNESCO / icon

### True / False

- 1) A series of four different stamps in France celebrate the baguette. T / F
- 2) The new stamp was run through a mill to coat its surface. T / F
- 3) A shopkeeper who sells the stamp said it smells like a bakery. T / F
- 4) Just fewer than half a million of the stamps have been printed. T / F
- 5) France's president said the baguette was "magic" and "perfection". T / F
- 6) The French Post Office called the baguette a diamond of couture. T / F
- 7) The French Post Office said the baguette had a seductive crust. T / F
- 8) The baguette was granted UNESCO heritage status in 2022. T / F

### Synonym Match

(The words in **bold** are from the news article.)

- |                           |                 |
|---------------------------|-----------------|
| 1. <b>commemorative</b>   | a. delicious    |
| 2. <b>run-of-the-mill</b> | b. centre       |
| 3. <b>fragrance</b>       | c. flawlessness |
| 4. <b>heart</b>           | d. scent        |
| 5. <b>initial</b>         | e. stimulates   |
| 6. <b>perfection</b>      | f. ordinary     |
| 7. <b>symbol</b>          | g. goes beyond  |
| 8. <b>delectable</b>      | h. first        |
| 9. <b>whets</b>           | i. sign         |
| 10. <b>transcends</b>     | j. celebratory  |

### Discussion – Student A

- a) What do you think about what you read?
- b) How often do you use stamps?
- c) Is the baguette the best kind of bread?
- d) What's the symbol of your country's gastronomy?
- e) What's the jewel of your culture?
- f) What is the most delectable sensory experience you've ever had?
- g) What food always whets your appetite?
- h) What questions would you like to ask French bakers?

## Phrase Match

- |  |                       |
|--|-----------------------|
| 1. issued a commemorative                    | a. icon               |
| 2. Its surface is coated                     | b. a baguette         |
| 3. The €1.96 stamp depicts                   | c. crust              |
| 4. the patron saint                          | d. of 594,000 copies  |
| 5. an initial print run                      | e. borders            |
| 6. It is the promise of a delectable sensory | f. with tiny capsules |
| 7. On view, it seduces with its golden       | g. experience         |
| 8. its toasted scent whets                   | h. postage stamp      |
| 9. It said the baguette transcends           | i. the appetite       |
| 10. become an international                  | j. of bakers          |

## Discussion – Student B

- What do you think of stamps?
- Do we still need stamps?
- What do you know about French baguettes?
- What do you think of 'scratch-and-sniff' stamps?
- What do you think of the smell of freshly baked bread?
- What are the best things to do with bread?
- What food smells are best?
- What food should be celebrated in your country?

## Spelling

- a mtrceomviaeom postage stamp
- ohonru France's famous bread
- Its surface is coated with tiny acpluess
- release the grnaecafr of freshly baked bread
- ecrdeotda with a red, white, and blue ribbon
- an ialntii print run
- the symbol of our antgromsoy
- a ectleadebl sensory experience
- its toasted scent whets the taeppit
- UNESCO gareheti status
- an dbSORAASAM of the bakery craft
- the baguette csntraesnd borders

### Answers – Synonym Match

1. j	2. f	3. d	4. b	5. h
6. c	7. i	8. a	9. e	10. g

## Role Play

### Role A – Sandwiches

You think sandwiches is the best use for bread. Tell the others three reasons why. Tell them what is wrong with their uses. Also, tell the others which is the worst of these (and why): buttered toast, breadcrumbs or dipping in hummus.

### Role B – Buttered Toast

You think buttered toast is the best use for bread. Tell the others three reasons why. Tell them what is wrong with their uses. Also, tell the others which is the worst of these (and why): sandwiches, breadcrumbs or dipping in hummus.

### Role C – Breadcrumbs

You think breadcrumbs is the best use for bread. Tell the others three reasons why. Tell them what is wrong with their uses. Also, tell the others which is the worst of these (and why): buttered toast, sandwiches or dipping in hummus.

### Role D – Dipping in Hummus

You think dipping in hummus is the best use for bread. Tell the others three reasons why. Tell them what is wrong with their uses. Also, tell the others which is the worst of these (and why): buttered toast, breadcrumbs or sandwiches.

## Speaking – Bread Uses

Rank these with your partner. Put the best uses of bread at the top. Change partners often and share your rankings.

- |                  |                         |
|------------------|-------------------------|
| • Sandwiches     | • Breadcrumbs           |
| • Buttered toast | • Croutons              |
| • Bread pudding  | • Pizza bread           |
| • French toast   | • For dipping in hummus |

### Answers – True False

1	F	2	F	3	T	4	F	5	T	6	F	7	T	8	T
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Answers to Phrase Match and Spelling are in the text.