



Text: Consumers no longer evaluate food solely according to taste and price. Ever more, they are paying attention to sustainability, ethical sourcing, transparency, and health implications. Food industries have had to step up their efforts to improve production practices and communication strategies. Many companies are now moving toward cleaner labels and natural alternatives instead of preservatives. This transition is not always easy; some manufacturers attempt to dress up ordinary products with misleading marketing language in order to cash in on consumer fears and trends. Expressions such as “farm fresh,” “all-natural,” or “guilt-free” may sound reassuring, yet they sometimes hide complex industrial realities. Also food wastes remain one of the greatest global challenges. Tons of edible food are thrown away every year while millions of people struggle with food insecurity. Governments and food organizations are therefore encouraging consumers to cut down on waste and think more critically about purchasing habits. The rise of social media has also changed the way food is perceived. A single viral post can make or break a product overnight. In fact, consumers do not merely buy food; they buy stories, identities, and emotions associated with it.

Questions

A. Answer the following questions **2pts**

1. What factors influence modern consumers besides taste and price?
2. Why are companies reducing the use of artificial preservatives?
3. What is implied by the phrase “dress up ordinary products”?
4. How has social media influenced food marketing?

B. Vocabulary from Context Define the following expressions according to the text **2,5pts**:

- | | |
|--------------------------|--------------------|
| 1. Step up their efforts | 4. Viral post |
| 2. Cash in on | 5. Food insecurity |
| 3. Cut down on | |

C. True or False (**1,25pts** Marks)

1. Consumers today care only about product prices.
2. Some marketing expressions may be misleading.
3. Food waste is considered a minor issue worldwide.
4. Social media can strongly influence product reputation.
5. Consumers buy only nutritional value.

Part II – Exercise 1: Match the phrasal verbs with their meanings (**1,25pts** Marks)

Phrasal Verb Meaning

- | | |
|-----------------|------------------------------------|
| 1. Boil down to | a. Reduce consumption |
| 2. Cut down on | b. Become spoiled |
| 3. Heat up | c. Simplify to the essential point |
| 4. Eat out | d. Become more intense |
| 5. Go off | e. Dine at restaurants |

Exercise2: Fill in the blanks with correct words **1,25pts**(boil down to, heat up, go off, cut down on, eat out)

1. Researchers advised consumers to _____ sugary drinks.
2. The debate about genetically modified foods began to _____ during the conference.

2. Why are companies reducing the use of artificial preservatives? Companies are moving toward cleaner labels and natural alternatives to satisfy consumer demands for healthier, more transparent food options.

3. What is implied by the phrase “dress up ordinary products”? It implies that manufacturers use misleading marketing language and buzzwords to make average, highly processed products appear healthier or more eco-friendly than they actually are.

4. How has social media influenced food marketing? Social media has shifted focus toward storytelling, identity, and emotion. A single viral post can instantly make or break a product's reputation overnight.

B. Vocabulary from Context

Step up their efforts: To increase, intensify, or improve one's actions and initiatives to achieve a better result.

Cash in on: To exploit a situation, trend, or consumer fear in order to make a quick profit.

Cut down on: To reduce the consumption, use, or waste of something.

Viral post: An image, video, or piece of information that spreads rapidly and widely across social media platforms.

Food insecurity: The state of lacking reliable, consistent access to a sufficient quantity of affordable, nutritious food.

C. True or False

(Consumers today also care about sustainability, ethics, and health). True

(Expressions like "all-natural" can hide complex industrial realities). False

(Food waste is described as "one of the greatest global challenges"). True

(A single viral post can make or break a product overnight). False

(Consumers also buy stories, identities, and emotions associated with food).

Part II – Vocabulary & Grammar Exercises

1: Matching Phrasal Verbs

Boil down to → c. Simplify to the essential point

Cut down on → a. Reduce consumption

Heat up → d. Become more intense

Eat out → e. Dine at restaurants

Go off → b. Become spoiled

Exercise 2: Fill in the Blanks

Researchers advised consumers to cut down on sugary drinks.

The debate about genetically modified foods began to heat up during the conference.

Due to the power outage, the milk may have gone off.

Most nutritional problems boil down to poor dietary habits.

Many students prefer to eat out after exams.

Part III – Idioms and Symbolic Expressions

Exercise 1: Common Idioms

Spill the beans: To reveal a secret, often prematurely or accidentally.

Piece of cake: Something that is incredibly easy to do.

Bread and butter: A person's primary source of income or livelihood.

Cool as a cucumber: Remarkably calm, self-possessed, and relaxed under pressure.

Cry over spilled milk: To waste time worrying or complaining about past mistakes or events that cannot be changed.

Exercise 2: Hidden or Symbolic Meanings

“Too many cooks spoil the broth.” When too many people try to manage, direct, or work on the same project at once, the final outcome turns out poorly.

“You are what you eat.” The food you consume directly dictates your health, energy levels, and overall physical and mental well-being.

“Bitter truth.” A fact or reality that is painful, unpleasant, and difficult to accept, yet entirely true.

“Sweet success.” The intensely satisfying, pleasurable feeling of achieving a goal, especially after hard work or overcoming obstacles.

“Food for thought.” An idea, issue, or piece of information that is worth thinking about seriously or reflecting upon deeply.

Part IV – Grammar & Academic Writing

Exercise 1: Passive Voice Conversion

Active: Scientists developed a new probiotic yogurt. → **Passive:** A new probiotic yogurt was developed by scientists.

Active: The laboratory analyzes milk samples daily. → **Passive:** Milk samples are analyzed by the laboratory daily.

Active: Researchers discovered bacterial contamination. → **Passive:** Bacterial contamination was discovered by researchers.

Active: Consumers prefer organic products.→ Passive: Organic products are preferred by consumers.

Active: The company launched a new packaging system.→ Passive: A new packaging system was launched by the company.

Exercise 2: Suggest the Correct Academic Word

The experiment showed a significant decrease / reduction / increase in growth.

The results were statistically significant.

Food preservation methods improve product longevity / shelf-life / stability.

The contamination was rapidly identified / contained / eliminated. Researchers conducted a detailed analysis / evaluation of milk.

Part V – Writing Section Essay: Interpreting “Fast Food Creates a Fast Life”

“Fast food creates a fast life” sums up a recent insincerity: our dietary system does not just fuel our bodies; but reads out the rhythm, values, and psychological frameworks of our societies. Fast food is born out of a culture of immediacy, and in turn, it accelerates our way of living, yielding profound social, psychological, and health implications. Fast food strips away communal ritual and social glue. It is designed to be consumed on the go, often in isolation, inside cars, or at office desks. the spaces that foster deep social connection are lost. The "fast life" values are turning a shared human experience into a lonely transactional necessity. In addition the fast food ecosystem feeds into our growing addiction to instant gratification. Fast food is energy-dense but nutrient-poor. The biological consequence of a fast-food-driven life is a global surge in chronic metabolic conditions, including obesity, diabetes, and cardiovascular diseases.