

Vocabulary

suggested Sugerir

humble Humilde

grew Crecio

(fogle)

college Universidad

overweight exceso de peso

pounds libras

fluke Casualidad

ended termino

dorm residencia universitaria

lack ausencia

junk basura

choices elecciones

loss perdida

knew supo

spread propagar

awareness conciencia

fare tarifa

focused enfocado

under debajo

grams gramos

appeal apelacion

percent por ciento

conscious conscientes

growth crecimiento

ads anuncios

taste gusto

seeking buscando



1 Read the following text carefully and do the tasks that follow it.

Young people and consumerism

In the summer of 1965, 17-year-old Fred DeLuca was trying to figure out how to pay for medical school. A family friend suggested that Fred open a sandwich shop – and then the friend invested \$1,000 to help get it started. Within a month, they opened their first sandwich shop. From that humble start grew the Subway franchise chain with approximately 45,000 stores in more than 100 countries.



For more than 10 years, Subway advertisements featured Jared Fogle, a college student who was overweight but lost 245 pounds (about 111 kg) by only eating Subway's low-fat sandwiches. Jared says it was a fluke that he ended up in Subway's ads. Fogle first came to media attention in April 1999, via an article written by a former dorm mate about Fogle's weight loss and published in Indiana Daily Student. According to the article, Fogle had become obese through lack of exercise and eating junk food. Switching to eating at Subway, he changed his eating habits there to include healthier choices and smaller portions free of fattening condiments such as mayonnaise, which was followed by his significant weight loss. Jared already knew he liked Subway sandwiches, but the "7 under 6" promotion inspired him to incorporate them into his diet. As soon as Jared's ads began to run, word of his inspiring story spread and consumer awareness of Subway and its healthy fare increased.

Subway's strategy at that time focused on its line of seven different sandwiches with under six grams of fat. The goal was to set Subway food apart from other fast food, position it to appeal to health-conscious eaters, and spark new sales growth. Rapidly, sales grew more than 18 percent that year. The ads also attracted attention from potential franchisees which saw in Subway a profitable business opportunity. Subway tried to balance its menu and promotion to appeal to three segments of customers interested in low fat, those most concerned about taste, as well as those seeking value.

a Match the parts of the sentences. Write the letters a), b), c) ... in the boxes.

- | | | |
|---|--------------------------------|--|
| 1. Fred DeLuca opened a sandwich shop | <input type="text" value="f"/> | a. because it offers healthy and tasty food at |
| 2. After a modest start, Subway grew | <input type="text" value="d"/> | b. after losing weight by only eating their s |
| 3. Jared Fogle was used in Subway's ads | <input type="text" value="b"/> | c. different and better fast food |
| 4. Fogle's story | <input type="text" value="e"/> | d. to become a worldwide franchise |
| 5. Subway's strategy was to offer | <input type="text" value="c"/> | e. helped Subway to attract attention from |
| 6. Subway is such a lucrative business | <input type="text" value="a"/> | f. in order to have money for college |

Explain what the "7 under 6" promotion is.

Which are sandwiches with less than six grams of fat

Complete the following sentences according to the text.

1. The first Subway sandwich shop opened...

In the summer of 1965

2. DeLuca only managed to start his business with...

with the investment of 1000 from his friend

3. Jared Fogle had struggled with weight problems because he...

from lack of exercise and eating junk food

4. By changing his eating habits at Subway, Fogle was able to ...

make healthier choices and smaller portions, which was followed by his significant weight loss

CONSUMER RIGHTS: Complete the name of each consumer right with the words below.

information - consumer education - basic needs - a healthy environment - redress - safety - representation - choose

1. Right to basic needs - this right guarantees survival, adequate food, clothing, shelter, health care, education and sanitation.
2. Right to safety - the consumer should be protected against the marketing of or the provision of services that are dangerous to health and life.
3. Right to information - the consumer should be protected against dishonest or misleading advertising or labeling and has the right to be given the facts needed to make an informed choice.
4. Right to choose - the consumer has the right to select from among various products at competitive prices with an assurance of satisfactory quality.
5. Right to representation - the right to express consumer interests in the making and implementation of government policies.
6. Right to redress - the right to be compensated for misrepresentation, shoddy or unsatisfactory services.
7. Right to consumer education - the right to acquire knowledge and skills necessary to become an informed customer, while being aware of basic consumer rights and responsibilities.
8. Right to a healthy environment - the right to live and work in a place which is neither too crowded, too dangerous and which permits a life of dignity and well-being.