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Level 4 – 4th April, 2022

'Shrinkflation' now widespread in goods and services

FREE online quizzes, mp3 listening and more for this lesson here:

<https://breakingnewsenglish.com/2204/220404-shrinkflation-4.html>

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Please try Levels 5 and 6. They are (a little) harder.

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THE READING

From <https://breakingnewsenglish.com/2204/220404-shrinkflation-4.html>

"Shrinkflation" is spreading worldwide. Companies are reducing the size of products or range of services due to the price of raw materials rising. They are also placing smaller numbers of items in larger boxes, so shoppers think they are getting more for their money. Shrinking the size of products cuts costs. Consumers are more sensitive to price than quantity or quality. Most people will buy something if the price is the same, even if it has shrunk.

A chocolate bar maker has shrunk the size of its products to protect profits. It said it is absorbing costs by "slightly reducing the weight of chocolate bars" so that it can remain competitive. The service industry is also trying to avoid price rises. Hotels have made housekeeping services "opt in". This means that guests must now ask to get their room cleaned. Other free services we take for granted are disappearing or being shrunk.

Sources: <https://qz.com/2129426/inflation-and-supply-chain-snags-are-shrinking-your-products/>
<https://www.ft.com/content/042af8db-a201-4d9d-9f61-cc783be0d725>
<https://www.theguardian.com/business/2022/mar/28/cadbury-family-size-dairy-milk-bars-get-10-smaller-but-price-stays-the-same>

PHRASE MATCHING

From <https://breakingnewsenglish.com/2204/220404-shrinkflation-4.html>

PARAGRAPH ONE:

- | | |
|-----------------------------------|----------------|
| 1. "Shrinkflation" is spreading | a. cuts costs |
| 2. range of | b. of items |
| 3. due to the price of raw | c. their money |
| 4. smaller numbers | d. materials |
| 5. they are getting more for | e. sensitive |
| 6. Shrinking the size of products | f. worldwide |
| 7. Consumers are more | g. is the same |
| 8. buy something if the price | h. services |

PARAGRAPH TWO:

- | | |
|---------------------------------|-----------------------|
| 1. shrunk the size | a. for granted |
| 2. it is absorbing absorb | b. rises |
| 3. slightly reducing the weight | c. costs |
| 4. it can remain | d. shrunk |
| 5. trying to avoid price | e. of its products |
| 6. guests must now ask to get | f. competitive |
| 7. Other free services we take | g. their room cleaned |
| 8. disappearing or being | h. of chocolate bars |

LISTEN AND FILL IN THE GAPS

From <https://breakingnewsenglish.com/2204/220404-shrinkflation-4.html>

"Shrinkflation" (1) _____. Companies are reducing the size of products or (2) _____ due to the price of raw materials rising. They are also (3) _____ of items in larger boxes, (4) _____ they are getting more for their money. Shrinking the size of products cuts costs. Consumers are more (5) _____ than quantity or quality. Most people will buy something if the price is the same, even if (6)_____.

A chocolate bar maker has shrunk the size of its (7) _____ profits. It said it is absorbing costs by "slightly (8) _____ of chocolate bars" so that it can remain competitive. The (9) _____ also trying to (10) _____. Hotels have made housekeeping services "opt in". This means (11) _____ now ask to get their room cleaned. Other free services we take for granted are disappearing (12) _____.

PUT A SLASH (/) WHERE THE SPACES ARE

From <https://breakingnewsenglish.com/2204/220404-shrinkflation-4.html>

"Shrinkflation" is spreading worldwide. Companies are reducing the size of products or range of services due to the price of raw materials rising. They are also placing smaller numbers of items in larger boxes, so shoppers think they are getting more for their money. Shrinking the size of products cuts costs. Consumers are more sensitive to price than quantity or quality. Most people will buy something if the price is the same, even if it has shrunk. A chocolate bar maker has shrunk the size of its products to protect profits. It said it is absorbing costs by "slightly reducing the weight of chocolate bars" so that it can remain competitive. The service industry is also trying to avoid price rises. Hotels have made housekeeping services optional. This means that guests must now ask to get their room cleaned. Other free services we take for granted are disappearing or being shrunk.

SHRINKFLATION SURVEY

From <https://breakingnewsenglish.com/2204/220404-shrinkflation-4.html>

Write five GOOD questions about shrinkflation in the table. Do this in pairs. Each student must write the questions on his / her own paper.
When you have finished, interview other students. Write down their answers.

	STUDENT 1 _____	STUDENT 2 _____	STUDENT 3 _____
Q.1.			
Q.2.			
Q.3.			
Q.4.			
Q.5.			

- Now return to your original partner and share and talk about what you found out. Change partners often.
- Make mini-presentations to other groups on your findings.

WRITE QUESTIONS & ASK YOUR PARTNER(S)

Student A: Do not show these to your speaking partner(s).

a) _____

b) _____

c) _____

d) _____

e) _____

f) _____

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WRITE QUESTIONS & ASK YOUR PARTNER(S)

Student B: Do not show these to your speaking partner(s).

a) _____

b) _____

c) _____

d) _____

e) _____

f) _____

