

People Eat Vegetables with Trendy Labels

VOCABULARY WORDS

1. diner /'dīnər/ a person who is eating, typically a customer in a restaurant.
Example: The Michelin reviewer pretended to be a regular diner.
2. restrictive /rə'striktiv/ expressing or implying restriction or limitation
Example: The mom was able to do all her chores in a restrictive period of time.
3. glazed /glāzd/ (of food, fabric, etc.) overlaid or covered with a smooth, shiny coating or finish.
Example: It's a glazed ham in maple syrup.
4. tangy /'tāŋgē/ having a strong, piquant flavor or smell.
Example: She enjoys the tropical, sweet, and tangy flavor of fresh pineapple.
5. sensory /'sensərē/ relating to sensation or the physical senses; transmitted or perceived by the senses.
Example: The museum is well known for providing a delightful sensory experience.
6. filling /'filiŋg/ making you feel full after eating only a small amount
Example: This chocolate cake is very filling.



Researchers have discovered that people eat more vegetables if the veggies have trendy labels. A research team from Stanford University in the USA found that sales of vegetables increased by 25 percent after they were given trendy-sounding names.

The researchers conducted their research on 600 **diners** for several months at the university canteen. They labeled all vegetable dishes in four different ways each day. Diners could select vegetable dishes with a "basic" label (for example with just the word "carrots"), a

"healthy **restrictive**" label ("carrots with sugar-free citrus dressing"), a "health positive" label ("smart-choice vitamin C citrus carrots") or a trendy label ("twisted citrus-**glazed** carrots").

Researchers gave diners a wide choice of vegetables to see how effective the trendy labels were. They used beetroot, butternut squash, carrots, corn, green beans and sweet potato in their test. These had names like "twisted garlic-ginger butternut squash wedges," or "dynamite chili," and "**tangy** lime-seasoned beets".

They found that the vegetable dishes with the trendy labels were by far the most popular. These dishes were 25 percent more popular than those with the "basic" labeling, and 41 percent more popular than those with the "healthy restrictive" labeling. A researcher said: "Labels really can influence our **sensory** experience, affecting how tasty and **filling** we think food will be."

DISCUSSION

1. What makes food appealing for you?
2. Will you be curious to try something that you don't like if it has an interesting name?
3. How important do you think is labeling?
4. How effective are advertisements in your country?
5. Do you have favorite advertisements? What makes you read or watch these advertisements?