



Expensive taste

Lesson code: JQVG-I7AB-FEV6-V

PRE-INTERMEDIATE

1 Warm up

What's your favourite restaurant? Why do you like it? Do you like all-you-can-eat buffets?

2 Key words

Read the sentences below and match the underlined words and phrases to their definitions:

1. At lunchtime, the restaurant is usually full of diners.
 2. When food is free, it's very easy to overeat.
 3. Julia ate too much chocolate at the party. She felt very guilty later.
 4. Julia knows how to manipulate her parents to get what she wants.
 5. The bad economic situation will have a negative impact on small businesses.
 6. The food at the restaurant was fantastic. The customers really appreciated it.
 7. It is unhealthy to consume less than 500 calories a day.
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- a. ashamed because you have done something wrong
 - b. control or influence someone in a clever way
 - c. customers in a restaurant
 - d. eat more food that your body needs
 - e. eat or drink
 - f. effect, influence
 - g. valued or recognised the quality of something

3 Reading

You are going to read an article about a scientific study on all-you-can-eat restaurant buffets. Decide if the statements below are true or false, then read the text to see if you were correct.

1. Food is usually tastier if it is more expensive.
2. People eat more food if it is cheaper.
3. People feel that they are overeating if food is cheaper.
4. It is better to eat from more expensive buffets.
5. People consume more calories if they eat in dark places.

THE
INDEPENDENT

Diners believe that a meal is tastier if they pay more for it, say researchers

Taste, the sense of overeating and guilty feelings can be controlled by the price of food.

- 1 Diners believe a meal is tastier if it is more expensive, according to academic research in the United States.
- 2 People who eat expensive food find that it is tastier than the same meal offered at a lower price, a Cornell University study found. The researchers concluded that price can manipulate our taste and how we feel about eating.
- 3 The New York University study looked at the eating habits of 139 people in an Italian restaurant. The price of the food was set by the researchers at either \$4 or \$8 for the all-you-can-eat meal.
- 4 The people who paid \$8 for the food enjoyed their meal 11 per cent more than people who ate from the "cheaper" buffet, although both ate the same amount of food. Participants who ate from the cheaper buffet did not enjoy their meal as much. They reported frequent feelings of overeating and felt guilty about filling their plates.
- 5 "It's very interesting that pricing has little impact on how much we eat, but a big impact on how you feel," said Brian Wansink, a professor at the Dyson School of Applied Economics and Management. "Simply reducing the price of food at a restaurant changes how customers evaluate and appreciate the food."
- 6 He added: "If you want to eat at a buffet, the best thing to do is eat at the most expensive buffet that you can afford. You won't eat more, but you'll have a better experience."
- 7 In another experiment, scientists found that people who eat in darker places consume 175 less calories than people who eat in bright areas.
- 8 Wansink said the study was "an example of how a really small change can transform how a person interacts with food."

Adapted from The Independent, by Adam Sherwin, 04 May 2014

4 Talking point

Do you think more expensive food tastes better? Why/why not?

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GENERAL ISSUES

5 Practical English - Giving opinions

We can report what somebody thinks or believes using different verbs and phrases. Look at the table below.

	Examples
think (that) ...	I think that there are many good restaurants in my town.
believe (that) ...	Diners believe that a meal is tastier if it is more expensive.
find (that) ...	People who eat expensive food find that it is tastier.
feel (that) ...	I feel that restaurant food is too expensive.
According to ...	According to researchers, people do not overeat when food is cheaper.
In somebody's opinion, ...	In my opinion, expensive food isn't always better.

Important points

1) After verbs like 'believe', 'feel', 'think', 'find', etc., we do not need to say **that**.

Diners **believe** a meal is tastier if it is more expensive. / Diners **believe that** a meal is tastier if it is more expensive.

2) We use **according to** to state another person's opinion. We cannot usually say *according to me*.

6 Practice

Match the people on the right with their opinion on the left.

- | | |
|--|---------------------|
| 1. The earth is getting warmer. | a. diners |
| 2. The food at the restaurant is a bit too spicy. | b. doctors |
| 3. It's better to travel by train than by plane. | c. many sportsmen |
| 4. People aren't eating a balanced diet. | d. scientists |
| 5. Students should review their notes more often. | e. smartphone users |
| 6. Mobile devices make life much easier. | f. some travellers |
| 7. Regular training is more important than talent. | g. teachers |
| 8. The criminal is a 30-year-old man. | h. the police |

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Now make full sentences like in the example. Try to use different verbs and expressions.

1. According to scientists, the earth is getting warmer.
2.
3.
4.
5.
6.
7.
8.

7 Role play

Work in pairs or groups. Discuss one of the topics below and give your opinions. Ask questions like 'What do you think of ...?'

1. modern music
2. the Internet
3. public transport
4. television
5. sport
6. fast food