



FOOD & EATING

© talkmor.com

Business, Marketing & Social Trends

The Marketing Pitch (Organic vs. Fat-Free)

Look at the "Organic Food" and "Fat Free" signs in **Images A & B**.

You work for an advertising agency. Write a 3-sentence sales pitch convincing a customer to buy organic food over processed "fat-free" snacks.

Use persuasive expressions like:

- "Invest in your health..."
- "Unlike processed options..."
- "The key advantage is..."

• **Pitch:** _____

Restaurant Menu Makeover

Look at the food selection in **Image A**. You are opening a modern, healthy food truck. Select 5 items from the image and write catchy menu descriptions to attract young customers.

Example: **Sun-Ripened Watermelon Slices** – Fresh, hydrating, and locally sourced.

1. _____
2. _____
3. _____
4. _____
5. _____

Advanced Food & Lifestyle Collocations

Match the words on the left with their correct collocating partner on the right based on themes in **Images A & B**.

- | | |
|---------------|-----------------|
| 1. Processed | a. restrictions |
| 2. Balanced | b. intake |
| 3. Perishable | c. food |
| 4. Dietary | d. goods |
| 5. Caloric | e. diet |
| 6. Mass | f. production |

Passive Voice Transformation

Rewrite the following sentences about **Image A** using the **Passive Voice**.

1. The local vendor sells organic vegetables near the park.
→ Organic vegetables _____.
2. Someone left a large pumpkin under the wooden table.
→ A large pumpkin _____.
3. The chef prepared a plate of skewers on the high table.
→ A plate of skewers _____.
4. People store perishable items inside the refrigerator to prevent spoiling.
→ Perishable items _____.

Discussion

Talk in groups about these topics:

- Modern diets (vegan, organic, etc.)
- Food waste
- Social media and food
- Food and culture / identity
- Is healthy food only for rich people?

Extra Activity

Bring a real food advertisement (or look at one on your phone).

Talk about how it tries to sell the product.

Teacher's Key

Advanced Food & Lifestyle Collocations

- | | |
|---------------|-----------------|
| 1. Processed | a. restrictions |
| 2. Balanced | b. intake |
| 3. Perishable | c. food |
| 4. Dietary | d. goods |
| 5. Caloric | e. diet |
| 6. Mass | f. production |

Key: 1-c, 2-e, 3-d, 4-a, 5-b, 6-f

Passive Voice Transformation

1. Organic vegetables are sold by the local vendor near the park.
2. A large pumpkin was left under the wooden table.
3. A plate of skewers was prepared on the high table.
4. Perishable items are stored inside the refrigerator to prevent spoiling.