

## Reading Text



**Directions: Read the text and discuss with your friends.**



<https://www.retailnews.asia/fast-food-industry-singapore-braves-slump/fast-food/>

1

The expression “fast food” refers to typical *cheap* food prepared and served quickly in bags, plastics wrappings or *cartons*, usually to be taken away. Typical fast food is the same all over the world and includes hamburgers, pizza, sandwiches, fish and chips, fried chicken, French fries or chips, hot dogs and ice cream.

In the past, fast food was found as street food and sold at markets. It was of *original* and seasonal origin and was different in every area.

Nowadays, fast food is prepared on a large scale with standard *ingredients*, production, and cooking methods.

Source: Flash on English Lower Intermediate Book

### Vocabulary



- **Cheap** (adj.): costing little money or less money than you expected (ราคาถูก)
- **Carton** (n.): a box made from thick cardboard, for storing goods, or a container made from cardboard or plastic, in which milk or fruit juice, etc. is sold (กล่อง, ภาชนะบรรจุอาหาร)



- **Original** (adj.): existing since the beginning, or being the earliest from of something (ดั้งเดิม, ต้นกำเนิด)
- **Ingredient** (n.): any of the foods or substances that are combined to make a particular dish (ส่วนผสม)



<http://www.listchallenges.com/top-50-fast-food-restaurants->

2

The typical form of British fast food is the sandwich, apparently ***invented*** in 1762 by a nobleman, John Montagu who was the Earl of Sandwich. He put meat inside his bread because he did not want to stop working or gambling. British have adopted fast food from other countries, for example, pizza from Italy, kebab (grilled meat on a slice of bread with sauce and ***dressing***) from Turkey and Lebanon and curry from India. These fast food restaurants became very ***successful*** in the 1920s and 30s. In those years also drive-in restaurants were popular, where people could order and collect food from their cars.

### Vocabulary



Source: Flash on English Lower Intermediate Book

- **Invent** (v.): create or design (something that has not existed before); be the originator of (คิดค้น)
- **Dressing** (n.): a sauce for salads, typically one consisting of oil and vinegar with herbs or other flavorings (น้ำสลัด)
- **Successful** (adj.): accomplishing a desired aim or result (ที่ประสบความสำเร็จ)





[https://www.londontoolkit.com/briefing/prices\\_fast\\_food.html](https://www.londontoolkit.com/briefing/prices_fast_food.html)

3

The most popular in the *franchising* fast food restaurants in the UK are McDonald's and Burger King, with respectively 31,000 and 11,100 restaurants. A survey that was carried out in 2008 has shown that the fastest food restaurants per person in the world are in the UK, followed by Australia and the USA. The largest fast food *industry* is in the USA, but in the recent years, different kinds of Asian food have become popular in western countries, for example, Chinese food. Sushi (Japanese fast food that includes rice with fresh raw fish) is very *trendy*, too.

Fast food has often been *criticized* because of its portion sizes, a lot of quantity of calories, high fat and low fiber content that cause *obesity* and of *diabetes*. This has led to a new movement called "Slow Food" that tries to *defend* and promote local *cuisines* and ingredients.

Source: Flash on English Lower Intermediate Book

### Vocabulary



- **Franchising** (n.): a right to sell a company's products in a particular area using the company's name (การที่เจ้าของสิทธิ หรือที่เรียกว่า Franchisor ตกลง อนุญาตให้ ผู้รับสิทธิ หรือ Franchisee ดำเนินธุรกิจ ภายใต้ชื่อการค้า การบริหารและระบบธุรกิจของ เจ้าของสิทธิ)
- **Industry** (n.): economic activity concerned with the processing of raw materials and manufacture of goods in factories (อุตสาหกรรม)



- **Trendy** (adj.): modern and influenced by the most recent fashions or ideas (ซึ่งเป็นที่นิยม)
- **Criticize** (v.): indicate the faults of (someone or something) in a disapproving way (วิจารณ์)
- **Obesity** (n.): the condition of being grossly fat or overweight (ความอ้วน)
- **Diabetes** (n.): a metabolic disease in which the body's inability to produce any or enough insulin causes elevated levels of glucose in the blood (โรคเบาหวาน)
- **Defend** (v.): resist an attack made on (someone or something); protect from harm or danger (ปกป้อง)
- **Cuisine** (n.): a style or method of cooking, especially as characteristic of a particular country, region, or establishment (อาหาร)

