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Level 5 – 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-5.html>

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Please try Levels 4 and 6. They are (a little) harder.

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THE READING

From <https://breakingnewsenglish.com/2204/220404-shrinkflation-5.html>

The phenomenon of "shrinkflation" is spreading worldwide. Companies are reducing the size of their products or range of services while maintaining prices. The prices of raw materials are rising. Another example is to place smaller numbers of items in larger boxes, so shoppers think they are getting more for their money. Shrinking the size of products is a cost-cutting strategy. Manufacturers know that consumers are more sensitive to price than quantity or quality. Most people will make a regular purchase, even if it has shrunk, as long as the price is the same.

A chocolate bar maker has shrunk the size of its flagship product by 10 per cent to maintain its bottom line. The company said: "We look to absorb costs...in this difficult environment [so] we've had to...slightly reduce the weight of [chocolate] bars for the first time since 2012, so that we can keep them competitive." The service industry is trying to avoid price rises. Hotels have made daily housekeeping services "opt in". This means that guests must now ask to get their room cleaned. Many other free services we have taken 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-5.html>

PARAGRAPH ONE:

- | | |
|-----------------------------------|-------------------------|
| 1. shrinkflation is spreading | a. purchase |
| 2. range | b. materials are rising |
| 3. The prices of raw | c. cutting strategy |
| 4. place smaller numbers of items | d. of services |
| 5. getting more | e. to price |
| 6. a cost- | f. in larger boxes |
| 7. consumers are more sensitive | g. worldwide |
| 8. make a regular | h. for their money |

PARAGRAPH TWO:

- | | |
|--------------------------------|--------------------------|
| 1. the size of its flagship | a. their room cleaned |
| 2. maintain its bottom | b. product |
| 3. so that we can keep | c. shrunk |
| 4. trying to avoid price | d. housekeeping services |
| 5. daily | e. line |
| 6. guests must now ask to get | f. for granted |
| 7. free services we have taken | g. them competitive |
| 8. disappearing or being | h. rises |

LISTEN AND FILL IN THE GAPS

From <https://breakingnewsenglish.com/2204/220404-shrinkflation-5.html>

The phenomenon of "shrinkflation" (1) _____.

Companies are reducing the size of their products or range of services (2) _____. The prices of raw materials are rising. Another example is to (3) _____ of items in larger boxes, so shoppers think they are getting more for their money. Shrinking the size of products is a (4) _____. Manufacturers know that consumers are more sensitive to (5) _____ or quality. Most people will make (6) _____, even if it has shrunk, as long as the price is the same.

A chocolate bar maker has shrunk the size of (7) _____ by 10 per cent to maintain its bottom line. The company said: "We look (8) _____...in this difficult environment [so] we've had to...slightly reduce the weight of [chocolate] bars for the (9) _____ 2012, so that we can keep them competitive." The service industry is trying to (10) _____. Hotels have made daily housekeeping (11) _____. This means that guests must now ask to get their room cleaned. Many other free services we have (12) _____ are disappearing or being shrunk.

PUT A SLASH (/) WHERE THE SPACES ARE

From <https://breakingnewsenglish.com/2204/220404-shrinkflation-5.html>

The phenomenon of "shrinkflation" is spreading worldwide. Companies are reducing the size of their products or range of services while maintaining prices. The prices of raw materials are rising. Another example is to place smaller numbers of items in larger boxes, so a shopper thinks they are getting more for their money. Shrinking the size of products is a cost-cutting strategy. Manufacturers know that consumers are more sensitive to price than quantity or quality. Most people will make a regular purchase, even if it has shrunk, as long as the price is the same. A chocolate bar maker has shrunk the size of its flagship product by 10 percent to maintain its bottom line. The company said: "We look to absorb costs... in this difficult environment [so] we've had to... slightly reduce the weight of [chocolate] bars for the first time since 2012, so that we can keep them competitive." The service industry is trying to avoid price rises. Hotels have made daily housekeeping services "optional". This means that guests must now ask to get their room cleaned. Many other free services we have taken 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) _____

