



ROUND 29

Would You Eat Mustard Skittles?

Source: [Fast Company

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1. Vocabulary *Check the meaning of these words/expressions in the dictionary.*

💡 Today's Expression(오른쪽 링크 클릭) - [To Phone in it](#)

- Definition
- Example

QR코드를 통해 To Phone in it
의 설명 영상을 보실 수 있습니다.



1. Tangy (adjective) Having a sharp, acidic, or pungent flavor that stimulates the taste buds.
ex) The **tangy** sauce added a burst of flavor to the dish.

"The brands describe it as having a **tangy** mustard flavor, combined with the candy's iconic, chewy texture."

2. Sweepstakes (noun) A promotional contest in which participants have a chance to win prizes.
ex) She entered the **sweepstakes** for a chance to win a luxury vacation.

"Fans could try the new flavor in three cities this week, including Atlanta, Washington DC and New York, and also enter a **sweepstakes** online, for a chance to win a pack."

3. Intrigue (verb) To arouse curiosity, interest, or fascination; (noun) A sense of mystery, curiosity, or fascination.
ex) The mysterious plot of the novel **intrigued** readers from the start.

"The real hit here is in French's recognition that brands live and breathe in an attention based economy and finding new and **intriguing** ways of getting our attention is the name of the game."

2. Listening Drill

Boop.

Is mixing with fruity flavors the final frontier for mustard? Let's find out and celebrate National Mustard Day. I'm Jeff Beer, and this is Fast Company's, "Brand Hit or Miss," of the week.

This week we have a hit, and it goes to French's Mustard. August 5th marks the day this year, that mustard lovers of all stripes, choose to commemorate their favorite condiment. Leading up to the big day this week, French's Mustard collaborated with Skittles, to create a limited edition run of mustard flavored, you guessed it,

Skittles. The brands describe it as having a tangy mustard flavor, combined with the candy's iconic, chewy texture. I don't know.

Fans could try the new flavor in three cities this week, including Atlanta, Washington DC and New York, and also enter a sweepstakes online, for a chance to win a pack.

Now, this isn't the first time that French's has decided to mark mustard's big day with the creative food collaboration. Last year, they partnered with New York's Dough Donuts, on a mustard flavored donut. And in 2019, it tapped Coolhouse Ice Cream Stores to make a yellow mustard-flavored ice cream.

That year, it also published a recipe to make your own mustard ice cream at home, so no one would feel left out. Now, I don't have a pack of the French's Mustard Skittles, so maybe this is a magical flavor we can create at home too. Why not a banana? Boop.

That's actually not terrible. Or an apple. Oh that one's not good. Or a single grape. Boop. Oh, that's not good either. Oh, okay. No, most of those are (bleep) disgusting. The real hit here is in French's recognition that brands live and breathe in an attention based economy and finding new and intriguing ways of getting our attention is the name of the game.

Food brand collab culture has been mainstreamed for a long time now. Even just this year, we've had Hershey and Ocean Spray launch a line of sweet treats made from real fruit and Hershey's chocolate.

A Kellogg's Isee Slurpee cereal and Van Lewen drop a Hidden Valley Ranch flavored ice cream. It's either gotta be super tasty, super weird, or both. National Mustard Day is the perfect opportunity for French's to experiment with a big swing like this especially with an assist from Skittles.

That's it for this week. Thanks for watching. Ooh. I wish I had like a spit bucket or something.

3. Summary

Summarize what you have seen/heard in two or three sentences

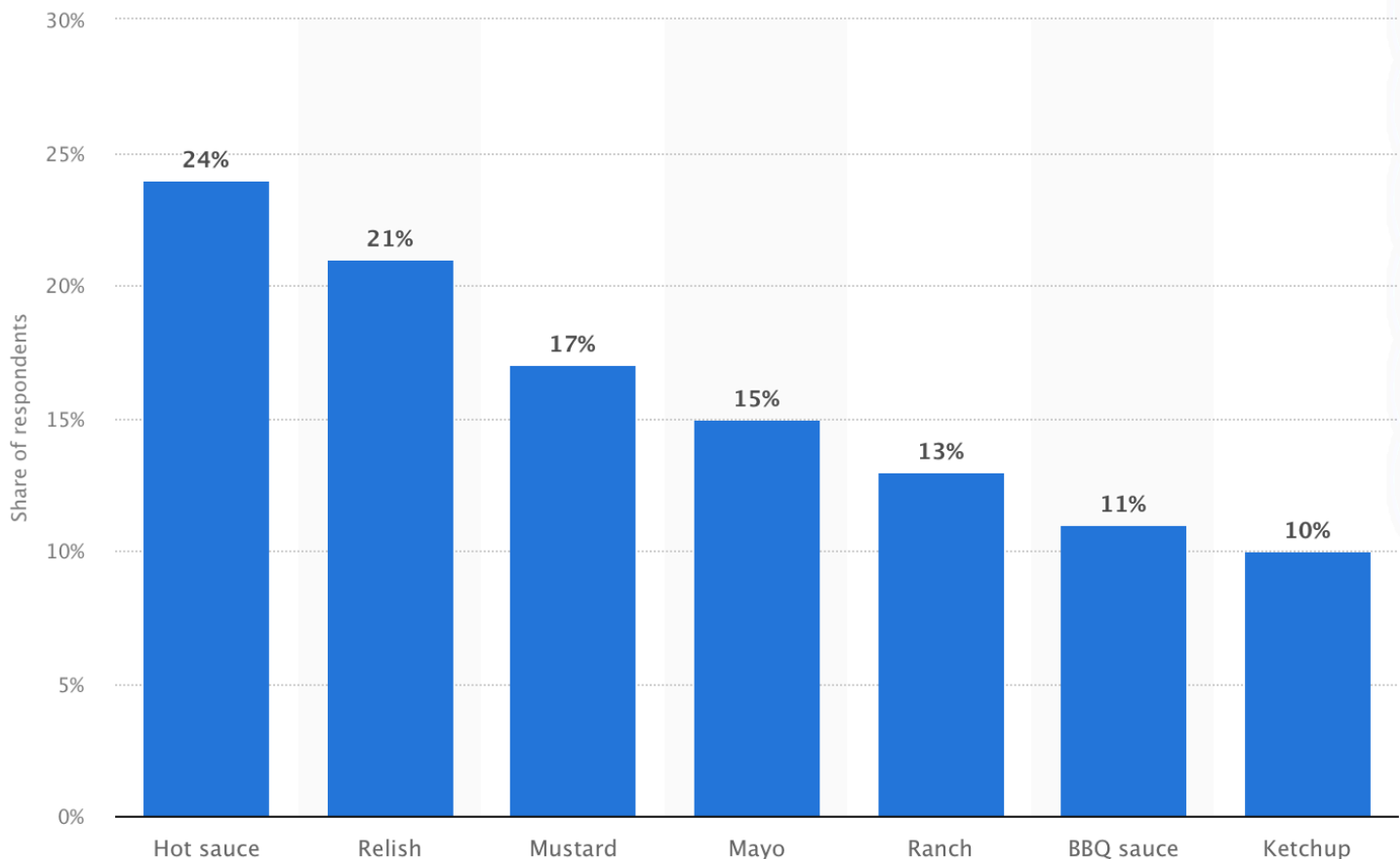
Tip.

Answer the questions using vocabularies that you learned in the vocabulary section.

4. Describing The Chart

Describe what is the general idea being expressed by the graph. Discuss it to your class. Try to interpret what you see in the chart.

Most hated condiments by consumers in the United States in 2021



Most hated condiments by consumers in the United States in 2021

Published by Nils-Gerrit Wunsch , Mar 21, 2022

According to the results of a survey conducted in June 2021, the most hated condiment by consumers in the United States is hot sauce, with approximately 24 percent of respondents indicating that they hate hot sauce. In second place was relish, which was hated by around 21 percent of respondents.

Questions

1. What 's the take away of the graph?
2. What extra information can help you understand the graph even better?
3. Do you have any interesting findings? What's your guess about it?

5. Discussion Questions

Let's begin at the easy category. You are expected to have prepared your answers already before the class begins.

Easy

1. Have you ever tried an unconventional food combination that surprised you with how good it tasted?

Average

1. Is there a day in Korea dedicated to celebrating specific foods? If so, what type of food does it commemorate, and what kind of activities typically take place on that day?
 - If you were to invent a brand new national food holiday, what would it celebrate and why?

5. Discussion Questions

Let's begin at the easy category. You are expected to have prepared your answers already before the class begins

Average

2. What do you think about using well-known brands to create attention-grabbing products? **Does it strengthen or dilute the brand's identity?**

Difficult

1. Can you give examples of brands that have successfully adapted to the attention-based economy and garnered a strong following? What did they do differently?

These expressions and idioms can **be used when describing various trends, changes, or patterns** in charts, graphs, or data presentations.

1. **Shoot up** (phrasal verb) - to increase rapidly and sharply
ex) The sales figures for the new product **shot up** after the marketing campaign.
2. **Plummet** (verb) - to fall or decline steeply
ex) The stock prices **plummeted** after the negative news was released.
3. **Level off** (phrasal verb) - to stabilize or reach a steady state
ex) After a period of growth, the demand for the product **leveled off**.
4. **Skyrocket** (verb) - to increase dramatically and quickly.
ex) The company's profits **skyrocketed** after the successful launch of their new product.
5. **Plateau** (noun) - a period of stability or little change
ex) The revenue growth **reached a plateau** and remained steady for several months.
6. **Fluctuate** (verb) - to rise and fall irregularly or unpredictably
ex) The stock prices **fluctuated** throughout the day, responding to market conditions.
7. **Bottom out** (phrasal verb) - to reach the lowest point and then stabilize
ex) The housing prices finally **bottomed out** and showed signs of recovery.
8. **Surge** (verb) - to experience a sudden and significant increase
ex) The website experienced a **surge** in traffic after being featured in a popular blog.
9. **Slump** (noun) - a sudden and significant decline or decrease
ex) The company's profits **suffered a slump** due to the economic downturn.
10. **Rebound** (verb) - to recover or bounce back after a decline
ex) After a period of recession, the economy **rebounded with** strong growth.
11. **Peak** (noun) - the highest point or level
ex) The chart shows that sales **reached their peak** during the holiday season.
12. **Downturn** (noun) - a period of decline or decrease in economic activity
ex) The industry **experienced a downturn** due to changes in consumer preferences.
13. **Accelerate** (verb) - to increase in speed or rate
ex) The company's expansion plans **accelerated** after securing additional funding.
14. **Slow down** (phrasal verb) - to decrease in speed or rate
ex) The production rate **slowed down** due to a shortage of raw materials.
15. **Flattening curve** (idiom) - a gradual reduction or stabilization of a trend
ex) The chart indicates a **flattening curve** in COVID-19 cases, suggesting a decrease in infection rates.
16. **Break-even point** (noun) - the point at which total costs equal total revenue
The business needs to **reach the break-even point** to start making a profit.
17. **Double-digit growth** (idiom) - a growth rate of more than 10%
ex) The company **achieved double-digit growth** in sales for the third consecutive quarter.
18. **Taper off** (phrasal verb) - to gradually decrease or diminish
ex) The demand for the product **tapered off** after the initial launch hype.
19. **Upswing** (noun) - an upward or positive trend
ex) The market **experienced an upswing** as consumer confidence improved.
20. **Hit a plateau** (idiom) - to reach a point of stability or little change
The number of subscribers **hit a plateau** and remained steady for several months.