

# READING SECTION

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## Passage 1

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### The Swift Rise of Fast Food Culture

The concept of ready-to-eat food sold for convenience is not a modern invention. In ancient Rome, street stands and vendors catered to the urban populace, many of whom lived in multi-story apartment blocks lacking private kitchens. These early purveyors of fast food offered bread, cured meats, and other prepared items, allowing city dwellers to grab a quick and inexpensive meal. Similarly, in 12th-century China, street vendors sold a variety of snacks like fried dough, soups, and stuffed buns, many of which remain popular to this day. The Middle Ages in Europe also saw a thriving trade in prepared foods, with vendors in cities like London and Paris selling pies, pasties, and cooked meats to travelers and urban residents without cooking facilities.

However, the fast food industry as we know it today is a distinctly 20th-century phenomenon, born out of the social and economic transformations that swept the United States after World War I. The rise of the automobile, in particular, played a pivotal role in shaping this new culinary landscape. As more Americans took to the roads, a new type of eatery emerged: the drive-in restaurant. In 1921, White Castle, a small hamburger stand in Wichita, Kansas, introduced a revolutionary concept: a limited menu of high-volume, low-cost, and quickly prepared hamburgers. This model of efficiency and affordability proved immensely popular, and White Castle is now widely credited as the first fast-food chain.

The post-World War II economic boom further fueled the growth of the fast food industry. With rising incomes and a growing number of women entering the workforce, American families had less time and more disposable income. Eating out, once a luxury, became a regular occurrence. Fast food, with its promise of a quick, convenient, and inexpensive meal, was perfectly positioned to meet the needs of this new generation of consumers. The 1950s and 1960s saw the emergence of many of the fast food giants that dominate the global market today, including McDonald's, Burger

King, and KFC. These chains perfected the art of the assembly-line-style food preparation, ensuring a consistent product and rapid service.

The success of these early pioneers was built on a foundation of standardization and franchising. By creating a uniform menu, consistent branding, and a replicable business model, fast food chains were able to expand rapidly across the country and, eventually, the world. The franchise model, in which individual entrepreneurs could purchase the rights to operate a restaurant under a well-known brand, allowed for this rapid expansion without the need for massive capital investment from the parent company. This combination of efficiency, affordability, and scalability proved to be a recipe for success, transforming the fast food industry from a niche market into a global phenomenon.

Today, the fast food industry is a multi-billion dollar global enterprise, with a presence in almost every country on Earth. While the industry has faced criticism for its impact on public health and the environment, it continues to be a dominant force in the global food market. The enduring appeal of fast food lies in its ability to provide a quick, convenient, and affordable meal, a promise that has resonated with consumers for over a century.

## Questions 1-13

### Questions 1-6

*Do the following statements agree with the information given in the reading passage?*

*In boxes 1-6 on your answer sheet, write*

- **TRUE** if the statement agrees with the information
- **FALSE** if the statement contradicts the information
- **NOT GIVEN** if there is no information on this\*

1. The concept of fast food originated in the United States.
2. The rise of the automobile was a key factor in the development of the modern fast food industry.
3. White Castle was the first restaurant to offer a drive-in service.
4. The entry of women into the workforce contributed to the growth of the fast food industry.

5. Franchising was a key strategy for the rapid expansion of fast food chains.
6. The fast food industry has had a positive impact on the environment.

### Questions 7-10

*Choose the correct letter, A, B, C or D.*

*Write the correct letter in boxes 7-10 on your answer sheet.*

1. What was a major reason for the popularity of street food in ancient Rome? A. The food was healthier than home-cooked meals. B. Many people did not have their own cooking facilities. C. The street vendors offered a wider variety of food. D. The food was free for all citizens.
2. What was the key innovation of White Castle? A. It was the first restaurant to sell hamburgers. B. It introduced a limited menu of quickly prepared, low-cost food. C. It was the first restaurant to offer a delivery service. D. It was the first restaurant to use a franchise model.
3. What was a major factor in the growth of the fast food industry after World War II? A. A decline in the quality of home-cooked meals. B. A decrease in the price of fast food. C. An increase in disposable income and a decrease in the time available for cooking. D. A government campaign to promote the fast food industry.
4. What is the main reason for the global success of the fast food industry? A. The high nutritional value of its products. B. Its focus on using locally sourced ingredients. C. Its ability to provide a quick, convenient, and affordable meal. D. Its commitment to environmental sustainability.

### Questions 11-13

*Complete the summary below.*

*Choose **NO MORE THAN TWO WORDS** from the passage for each answer.*

*Write your answers in boxes 11-13 on your answer sheet.*

The success of fast food chains was built on a foundation of 11. \_\_\_\_\_ and franchising. By creating a uniform menu and a 12. \_\_\_\_\_ business model, these chains were able to expand rapidly. The franchise model allowed individual entrepreneurs to operate a restaurant under a well-known brand, which facilitated this

13. \_\_\_\_\_ without the need for large capital investments from the parent company.

## Passage 2

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### The Unseen Costs of a Convenient Meal

**A.** The modern diet is increasingly dominated by fast food, a convenient and affordable option for many. However, this convenience comes at a significant cost to our health. Fast food is typically high in saturated fat, sugar, and sodium, while being low in essential nutrients like vitamins, minerals, and fiber. This nutritional imbalance can have a wide range of negative effects on the body, from short-term discomfort to long-term chronic diseases.

**B.** One of the most immediate effects of a high-salt fast food meal is on the cardiovascular system. The excess sodium raises blood pressure, which in turn increases the risk of heart attack, heart disease, and stroke. The high levels of saturated fat also contribute to this risk by raising cholesterol levels and promoting the narrowing of arteries, a condition known as atherosclerosis. Over time, a diet high in fast food can place a significant strain on the heart and circulatory system.

**C.** The digestive system is also negatively impacted by a diet high in fast food. The lack of fiber can lead to constipation and other digestive problems. Furthermore, the high levels of salt and processed carbohydrates can cause bloating and discomfort. In the long term, a low-fiber diet can increase the risk of more serious conditions such as hemorrhoids and hernias.

**D.** The impact of fast food on weight is another major concern. The low fiber content means that fast food is less filling than a meal rich in whole grains and vegetables, which can lead to overeating and weight gain. The high calorie content of most fast food items further exacerbates this problem. Excess weight, in turn, places a greater strain on the bones and joints, increasing the risk of conditions like osteoarthritis.

**E.** Perhaps one of the most serious long-term consequences of a diet high in fast food is an increased risk of type 2 diabetes. The highly processed carbohydrates in fast food are rapidly converted into sugar, causing a sharp spike in blood sugar levels. This forces the pancreas to produce more insulin to manage the excess sugar. Over time,

the body can become resistant to insulin, leading to the development of type 2 diabetes, a chronic condition with a wide range of serious health complications.

**F.** Beyond the physical effects, a diet high in fast food can also have a negative impact on mental well-being. The rapid spikes and crashes in blood sugar levels can lead to feelings of fatigue and irritability. The lack of essential nutrients can also contribute to a lower mood. Furthermore, the high sugar content in fast food can damage collagen, a protein that helps keep skin elastic, leading to premature aging.

## Questions 14-26

### Questions 14-19

*The reading passage has six paragraphs, A-F.*

*Choose the correct heading for each paragraph from the list of headings below.*

*Write the correct number, i-viii, in boxes 14-19 on your answer sheet.*

### List of Headings

i. The impact on mental health and appearance ii. The link between fast food and weight gain iii. The role of fast food in a balanced diet iv. The immediate effects on the cardiovascular system v. The long-term risk of developing diabetes vi. The nutritional composition of fast food vii. The impact on the digestive system viii. The benefits of a high-fiber diet

1. Paragraph A
2. Paragraph B
3. Paragraph C
4. Paragraph D
5. Paragraph E
6. Paragraph F

### Questions 20-23

*Choose the correct letter, A, B, C or D.*

*Write the correct letter in boxes 20-23 on your answer sheet.*

1. What is a major contributor to the risk of heart attack from fast food consumption? A. High levels of fiber B. Low levels of sugar C. High levels of sodium and saturated fat D. Low levels of calories
2. What is a long-term consequence of a low-fiber diet? A. Improved digestion B. Increased risk of hemorrhoids and hernias C. Weight loss D. Lower blood pressure
3. How does fast food contribute to weight gain? A. It is high in fiber and nutrients. B. It is low in calories and fat. C. It is less filling and high in calories. D. It helps to regulate appetite.
4. What is the primary cause of the increased risk of type 2 diabetes from fast food consumption? A. The high fiber content B. The low sugar content C. The rapid conversion of processed carbohydrates into sugar D. The low calorie content

### Questions 24-26

*Complete the sentences below.*

*Choose **NO MORE THAN THREE WORDS** from the passage for each answer.*

*Write your answers in boxes 24-26 on your answer sheet.*

1. The high levels of salt and processed carbohydrates in fast food can cause \_\_\_\_\_ and discomfort.
2. The rapid spikes and crashes in blood sugar levels can lead to feelings of \_\_\_\_\_ and irritability.
3. The high sugar content in fast food can damage \_\_\_\_\_, a protein that helps keep skin elastic.

## Passage 3

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### The Global Spread of Fast Food

The story of fast food is not just a story about food; it is a story about business, branding, and globalization. The fast food industry has grown from a handful of small, local businesses into a global behemoth, with a presence in virtually every corner of

the world. This global expansion has been driven by a combination of savvy marketing, a replicable business model, and a deep understanding of consumer desires.

The franchise model has been the engine of this global expansion. By allowing local entrepreneurs to invest in and operate their own restaurants under a globally recognized brand, fast food companies have been able to expand at a pace that would have been impossible otherwise. This model has not only facilitated rapid growth but has also allowed for a degree of local adaptation. While the core menu items often remain the same, many fast food chains have introduced regional variations to cater to local tastes and cultural preferences. This ability to be both global and local has been a key factor in their success.

Marketing and branding have also played a crucial role in the globalization of fast food. These companies have invested billions of dollars in creating powerful and persuasive brand identities that resonate with consumers across cultures. Their advertising campaigns often focus on themes of convenience, affordability, and family fun, creating an emotional connection with consumers that goes beyond the food itself. This sophisticated marketing has been instrumental in creating a global demand for their products.

The impact of this globalization has been profound. On the one hand, the spread of fast food has been a powerful force for cultural exchange, introducing new foods and dining experiences to people around the world. It has also created millions of jobs and has been a significant contributor to the global economy. On the other hand, the rise of fast food has been linked to a number of negative consequences, including the homogenization of global food cultures and the spread of diet-related health problems.

In recent years, the fast food industry has come under increasing pressure to address these concerns. In response, many companies have begun to introduce healthier menu options, reduce the environmental impact of their operations, and improve the wages and working conditions of their employees. While these changes are a step in the right direction, the industry still faces significant challenges. The tension between the desire for profit and the need to address the social and environmental costs of their business will continue to be a defining feature of the fast food industry in the years to come.

## Questions 27-40

### Questions 27-32

*Do the following statements agree with the information given in the reading passage?*

*In boxes 27-32 on your answer sheet, write*

- **YES** if the statement agrees with the claims of the writer
  - **NO** if the statement contradicts the claims of the writer
  - **NOT GIVEN** if it is impossible to say what the writer thinks about this\*
1. The fast food industry has had a minimal impact on the global economy.
  2. The franchise model has been a major factor in the global expansion of fast food chains.
  3. Fast food companies have been criticized for their impact on local food cultures.
  4. The fast food industry has been slow to respond to criticism of its business practices.
  5. The marketing campaigns of fast food companies often focus on the nutritional value of their products.
  6. The fast food industry is likely to face fewer challenges in the future.

### Questions 33-36

*Choose the correct letter, **A, B, C** or **D**.*

*Write the correct letter in boxes 33-36 on your answer sheet.*

1. What has been the primary driver of the global expansion of the fast food industry? A. Government subsidies B. The franchise model C. A focus on organic ingredients D. A decline in the popularity of traditional food
2. How have fast food chains adapted to local cultures? A. By only hiring local employees B. By using only locally sourced ingredients C. By introducing regional variations to their menus D. By offering their food for free
3. What is a major focus of the marketing campaigns of fast food companies? A. The health benefits of their food B. The environmental sustainability of their



operations C. The convenience, affordability, and family fun of their products D. The high wages and good working conditions of their employees

4. What is a major challenge facing the fast food industry? A. A lack of demand for their products B. The tension between profit and social and environmental responsibility C. A shortage of qualified employees D. A lack of access to global markets

### Questions 37-40

*Complete the notes below.*

*Choose **NO MORE THAN TWO WORDS** from the passage for each answer.*

*Write your answers in boxes 37-40 on your answer sheet.*

### The Globalization of Fast Food

- The global expansion of the fast food industry has been driven by a combination of savvy marketing, a replicable business model, and a deep understanding of 37. \_\_\_\_\_.
- The franchise model has allowed for a degree of 38. \_\_\_\_\_, with many chains introducing regional variations to their menus.
- The spread of fast food has been a powerful force for 39. \_\_\_\_\_, introducing new foods and dining experiences to people around the world.
- In recent years, the fast food industry has come under increasing pressure to address concerns about its impact on public health and the 40. \_\_\_\_\_.

# LISTENING SECTION

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## Section 1

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### Questions 1-10

Complete the form below.

Write **NO MORE THAN TWO WORDS AND/OR A NUMBER** for each answer.

### HEALTHY BITES - ORDER FORM

Customer Name:	1. _____
Order Details	
Main Course:	Grilled Chicken Salad
Dressing:	2. _____
Side Order:	3. _____
Drink:	4. _____
Special Requests	
- No 5. _____ in the salad	
- Extra 6. _____ on the side	
Delivery Details	
Address:	7. _____, Park Road
Postcode:	8. _____
Delivery Time:	Approximately 9. _____ minutes
Payment	
Total Cost:	10. £ _____

## Section 2

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### Questions 11-20

#### Questions 11-15

*Choose the correct letter, **A, B, C** or **D**.*

1. The speaker says that the first fish and chip shop in the UK A. was opened in the 19th century. B. was not very popular at first. C. sold fish and chips in paper bags. D. was located in London.
2. According to the speaker, what was a major reason for the rapid growth of the fish and chip business? A. The development of new fishing techniques. B. The growing industrial population. C. A government campaign to promote the industry. D. The low price of fish and chips.
3. The speaker says that the arrival of American-style fast food in the UK A. led to the decline of the fish and chip industry. B. was not very successful at first. C. introduced a new way of eating. D. was welcomed by everyone.
4. What does the speaker say about the recent trend in the fast food industry? A. It is focused on providing cheaper food. B. It is moving towards healthier options. C. It is becoming less popular. D. It is dominated by a few large companies.
5. The speaker believes that the future of fast food will be A. a mix of healthy and unhealthy options. B. dominated by American-style chains. C. focused on providing a quick and convenient service. D. a return to traditional British food.

#### Questions 16-20

*What does the speaker say about the following fast food items?*

*Choose **FIVE** answers from the box and write the correct letter, **A-G**, next to questions 16-20.*

#### Fast Food Items

1. Fish and chips
2. Hamburgers

3. Pizza
4. Kebabs
5. Curry

### Comments

A. A traditional British fast food B. A popular fast food from the United States C. A fast food that has become popular in the UK in recent years D. A fast food that is often eaten late at night E. A fast food that is not as popular as it used to be F. A fast food that is often served with a variety of side dishes G. A fast food that is a good example of cultural fusion

## Section 3

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### Questions 21-30

*Choose the correct letter, **A**, **B**, **C** or **D**.*

1. What is the main topic of the discussion? A. The history of fast food marketing. B. The ethical implications of marketing fast food to children. C. The nutritional value of fast food. D. The role of parents in controlling their children's diets.
2. According to Sarah, what is a major strategy used by fast food companies to target children? A. Offering healthy menu options. B. Using cartoon characters and toys in their advertising. C. Sponsoring school sports teams. D. Reducing the price of their food.
3. Tom believes that the marketing of fast food to children is A. a harmless bit of fun. B. a major cause of childhood obesity. C. a necessary part of the fast food business. D. a problem that is exaggerated by the media.
4. Dr. Evans suggests that the fast food industry A. is not interested in the health of children. B. is a powerful and influential force. C. is not solely to blame for the problem of childhood obesity. D. is not regulated enough by the government.
5. What does Sarah say about the use of "pester power"? A. It is a very effective marketing strategy. B. It is a term that is not widely understood. C. It is a major

cause of conflict between parents and children. D. It is a strategy that is no longer used by fast food companies.

6. Tom argues that parents A. are not responsible for what their children eat. B. should be more assertive in resisting the demands of their children. C. are not aware of the marketing strategies used by fast food companies. D. are not given enough information about the nutritional value of fast food.
7. Dr. Evans believes that a potential solution to the problem is A. to ban all advertising of fast food to children. B. to educate children about the importance of a healthy diet. C. to encourage fast food companies to offer healthier menu options. D. a combination of all of the above.
8. What is Sarah's opinion on the role of schools? A. They should ban all fast food from their canteens. B. They should do more to educate children about healthy eating. C. They should not be involved in the debate about fast food. D. They should work more closely with fast food companies.
9. Tom suggests that the government A. should introduce a "fat tax" on unhealthy food. B. should do more to regulate the fast food industry. C. should not interfere in the free market. D. should provide more funding for health education.
10. At the end of the discussion, Dr. Evans says that A. the problem of marketing fast food to children is easy to solve. B. there is no simple solution to the problem. C. the fast food industry is likely to change its marketing strategies in the future. D. the government is likely to introduce new regulations on the fast food industry.

## Section 4

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### Questions 31-40

*Complete the notes below.*

*Write **NO MORE THAN TWO WORDS** for each answer.*

### The Environmental Impact of the Fast Food Industry

#### Greenhouse Gas Emissions

- The fast food industry is a major contributor to greenhouse gas emissions, particularly from the production of 31. \_\_\_\_\_.
- The transportation of ingredients and products also contributes to the industry's 32. \_\_\_\_\_.

### **Deforestation**

- The demand for beef is a major driver of 33. \_\_\_\_\_, particularly in the Amazon rainforest.
- The production of palm oil, which is used in many fast food products, also contributes to the problem.

### **Water Pollution**

- The use of fertilizers and pesticides in agriculture can lead to the pollution of 34. \_\_\_\_\_.
- The waste from livestock farming can also contaminate water sources.

### **Waste**

- The fast food industry produces a huge amount of 35. \_\_\_\_\_, much of which is not recycled.
- This waste often ends up in 36. \_\_\_\_\_, where it can take hundreds of years to decompose.

### **Solutions**

- Some fast food companies are starting to introduce more 37. \_\_\_\_\_ menu options.
  - There is also a growing movement towards using more 38. \_\_\_\_\_ packaging.
  - Consumers can also play a role by choosing to eat at fast food restaurants that are committed to 39. \_\_\_\_\_.
  - Ultimately, a combination of industry action, government regulation, and 40. \_\_\_\_\_ is needed to address the environmental impact of the fast food industry.
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# LISTENING SCRIPTS

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## Section 1

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(Sound of a busy restaurant)

**Employee:** Hi, welcome to Healthy Bites. What can I get for you?

**Customer:** Hi, I've never been here before. Could you tell me a bit about your menu?

**Employee:** Of course. We specialize in healthy and delicious fast food. All of our ingredients are fresh and locally sourced. Our most popular item is the Grilled Chicken Salad.

**Customer:** That sounds good. What's in it?

**Employee:** It comes with grilled chicken, mixed greens, cherry tomatoes, cucumber, and a light vinaigrette dressing. You can also add a side of our famous **sweet potato fries**.

**Customer:** Ooh, that sounds tempting. I think I'll have the Grilled Chicken Salad, please.

**Employee:** Excellent choice. And would you like the **balsamic vinaigrette** or the lemon and herb dressing?

**Customer:** I'll have the balsamic vinaigrette, please. And I'll take a side of the sweet potato fries as well.

**Employee:** Great. And to drink?

**Customer:** I'll just have a **sparkling water**.

**Employee:** Perfect. Is there anything else I can get for you?

**Customer:** Actually, yes. I have a bit of an allergy. Could you make sure there are no **onions** in the salad?

**Employee:** No problem at all. We can definitely do that for you. And would you like some extra **avocado** on the side?

**Customer:** Oh, yes please. That would be great.

**Employee:** OK, so that's one Grilled Chicken Salad with balsamic vinaigrette, no onions, and extra avocado on the side. A side of sweet potato fries and a sparkling water. Is that all correct?

**Customer:** Yes, that's everything.

**Employee:** And can I get a name for the order?

**Customer:** It's **John Smith**.

**Employee:** OK, John. Your order will be ready for collection in about 10 minutes. Or would you like it delivered?

**Customer:** Oh, you deliver? That's great. Yes, please. My address is **15 Park Road**.

**Employee:** And the postcode?

**Customer:** It's **SW1A 0AA**.

**Employee:** OK, so that's 15 Park Road, SW1A 0AA. We'll have that with you in approximately **20 minutes**.

**Customer:** Perfect. How much is that altogether?

**Employee:** That will be **£15.50**, please.

**Customer:** Great. I'll pay by card.

**Employee:** No problem. We'll take payment at the door.

**Customer:** Thanks very much.

**Employee:** You're welcome. Enjoy your meal.

## Section 2

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**(Sound of a radio program intro music)**

**Presenter:** Welcome to "Food for Thought," the program that explores the history and culture of food. Today, we're going to be talking about a British institution: fast food.



And to guide us through this fascinating topic, we have food historian, Dr. Eleanor Vance. Welcome to the program, Eleanor.

**Eleanor:** Thank you for having me.

**Presenter:** So, Eleanor, when we think of fast food, we often think of American-style burgers and fries. But the history of fast food in the UK goes back much further than that, doesn't it?

**Eleanor:** Absolutely. The first fish and chip shop in the UK was opened in the **19th century**, and it quickly became a national institution. Fish and chips were a cheap, hot, and filling meal, and they were particularly popular with the working classes. The rapid growth of the fish and chip business was fueled by the **growing industrial population** of the time. People were working long hours in factories and mills, and they needed a quick and easy meal that they could eat on the go.

**Presenter:** And what about the arrival of American-style fast food?

**Eleanor:** The first American-style fast food restaurants started to appear in the UK in the 1950s and 60s. They introduced a **new way of eating**, with a focus on speed, convenience, and a standardized menu. At first, they were seen as a bit of a novelty, but they quickly became very popular, particularly with young people.

**Presenter:** And how has the fast food industry changed in recent years?

**Eleanor:** In recent years, there has been a growing trend towards **healthier options**. Many fast food chains are now offering salads, grilled chicken, and other lighter alternatives to their traditional fare. There is also a growing interest in provenance and sustainability, with many consumers wanting to know where their food comes from and how it is produced.

**Presenter:** So, what do you think is the future of fast food?

**Eleanor:** I think we will continue to see a **mix of healthy and unhealthy options**. The demand for quick, convenient, and affordable food is not going to go away. But I also think that we will see a growing demand for healthier and more sustainable fast food. It's a very exciting time for the industry.

**Presenter:** Now, let's talk about some specific fast food items. What can you tell us about fish and chips?

**Eleanor:** Fish and chips are, of course, a **traditional British fast food**. They have been a part of our culture for over 150 years, and they are still incredibly popular today.

**Presenter:** And what about hamburgers?

**Eleanor:** Hamburgers are a classic example of a **popular fast food from the United States**. They have become a global phenomenon, and they are now one of the most popular fast food items in the UK.

**Presenter:** And pizza?

**Eleanor:** Pizza is another interesting example. It originated in Italy, of course, but it has become a **fast food that has become popular in the UK in recent years**. It's a very versatile food, and it can be adapted to suit a wide range of tastes.

**Presenter:** What about kebabs?

**Eleanor:** Kebabs are a great example of a **fast food that is often eaten late at night**. They are particularly popular with people who have been out for a few drinks.

**Presenter:** And finally, curry.

**Eleanor:** Curry is a fascinating example of **cultural fusion**. It originated in India, of course, but it has been adapted to suit British tastes, and it is now one of our most popular national dishes. It's a great example of how food can bring different cultures together.

**Presenter:** Dr. Eleanor Vance, thank you for a fascinating discussion.

**Eleanor:** My pleasure.

**(Sound of radio program outro music)**

## Section 3

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**(Sound of a university seminar room)**

**Dr. Evans:** OK, so today we're going to be discussing the marketing of fast food to children. It's a controversial topic, and I'm interested to hear your views. Sarah, would you like to start?

**Sarah:** Sure, Dr. Evans. I think it's a huge problem. Fast food companies spend billions of pounds every year on advertising, and a lot of that is aimed directly at children. They use **cartoon characters and toys** to make their products seem fun and exciting, and they sponsor school sports teams to create a positive association with their brand. It's a very sophisticated and manipulative form of marketing.

**Tom:** I'm not so sure. I think you're exaggerating the problem a bit. At the end of the day, it's just a bit of fun. I don't think it's a **major cause of childhood obesity**. There are many other factors involved, like a lack of exercise and a poor diet in general.

**Dr. Evans:** That's a fair point, Tom. It's certainly true that the fast food industry is **not solely to blame** for the problem of childhood obesity. But it is a powerful and influential force, and its marketing strategies do have an impact on children's food choices.

**Sarah:** Exactly. And they use a technique called "pester power," where they encourage children to pester their parents to buy their products. It's a very **effective marketing strategy**, and it puts a lot of pressure on parents.

**Tom:** But surely parents have a responsibility to say no. They can't just give in to their children's demands all the time. They need to be more **assertive in resisting the demands of their children**.

**Dr. Evans:** I agree that parents have a role to play. But it's not always easy. The marketing is very persuasive, and children can be very persistent. So, what do you think is the solution?

**Sarah:** I think there needs to be a **combination of all of the above**. We need to ban all advertising of fast food to children, educate children about the importance of a healthy diet, and encourage fast food companies to offer healthier menu options.

**Tom:** I'm not sure about a complete ban on advertising. I think that's a bit extreme. But I do think that schools should do more to **educate children about healthy eating**. And I also think that the government should introduce a **"fat tax" on unhealthy food** to make it more expensive.

**Dr. Evans:** Those are all interesting ideas. What about the role of the fast food industry itself? Do you think it has a responsibility to change its marketing strategies?

**Sarah:** Absolutely. They have a moral responsibility to stop targeting children with their advertising. They need to put people before profit.

**Tom:** I'm not so sure. They are businesses, after all. Their main goal is to make money. I don't think we can expect them to voluntarily change their marketing strategies.

**Dr. Evans:** So, it seems we have a complex problem with **no simple solution**. It's a combination of individual responsibility, industry action, and government regulation. Thank you both for a very interesting discussion.

## Section 4

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### (Sound of a university lecture)

**Lecturer:** Good morning, everyone. Today, we're going to be looking at the environmental impact of the fast food industry. It's a topic that is often overlooked, but it's a very important one.

The fast food industry is a major contributor to a number of environmental problems, from climate change to deforestation. Let's start with greenhouse gas emissions. The production of **livestock**, particularly beef, is a major source of methane, a powerful greenhouse gas. The transportation of ingredients and products around the world also contributes to the industry's **carbon footprint**.

Another major environmental impact of the fast food industry is deforestation. The demand for beef is a major driver of **rainforest destruction**, particularly in the Amazon. The production of palm oil, which is used in many fast food products, is also a major cause of deforestation in countries like Indonesia and Malaysia.

Water pollution is another serious problem. The use of fertilizers and pesticides in agriculture can lead to the pollution of **rivers and lakes**. The waste from livestock farming can also contaminate water sources, leading to a number of health problems.

And then there is the issue of waste. The fast food industry produces a huge amount of **packaging waste**, much of which is not recycled. This waste often ends up in **landfill sites**, where it can take hundreds of years to decompose.

So, what can be done to address these problems? Some fast food companies are starting to introduce more **plant-based** menu options, which have a much lower environmental impact than meat-based products. There is also a growing movement towards using more **sustainable packaging**, such as compostable or biodegradable materials.

Consumers can also play a role by choosing to eat at fast food restaurants that are committed to **sustainability**. And we can all do our part by reducing our consumption of fast food and choosing to eat more locally sourced and seasonal food.

Ultimately, a combination of industry action, government regulation, and **consumer choice** is needed to address the environmental impact of the fast food industry. It's a complex problem, but it's one that we can solve if we work together. Thank you. “” “”

## WRITING SECTION

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### Task 1

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*You should spend about 20 minutes on this task.*

**The chart below shows the percentage of adults who consume fast food at least once a week in five different countries.**

*Summarise the information by selecting and reporting the main features, and make comparisons where relevant.*

*Write at least 150 words.*

The image you are requesting does not exist or is no longer available.

imgur.com

### Percentage of Adults Who Consume Fast Food at Least Once a Week

Country	Percentage (%)
USA	85
UK	70
Australia	65
Japan	40
China	30

## Task 2

---

*You should spend about 40 minutes on this task.*

*Write about the following topic:*

**The increasing popularity of fast food has had a significant impact on our diets and lifestyles. Some people believe that this is a positive development, while others argue that it has had a negative effect on our health and well-being.**

*Discuss both these views and give your own opinion.*

*Give reasons for your answer and include any relevant examples from your own knowledge or experience.*

*Write at least 250 words. “” “”*

## SPEAKING SECTION

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### Part 1

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*The examiner will ask you some introductory questions about yourself and then some questions about the topic.*

**Examiner:**

- Do you like to eat fast food? Why or why not?
- How often do you eat fast food?
- What is your favorite type of fast food?
- Do you think fast food is a healthy option?
- What are some of the most popular fast food restaurants in your country?

## Part 2

---

*You will have to talk about the topic on the card for one to two minutes. You have one minute to think about what you are going to say. You can make some notes to help you if you wish.*

**Describe a time when you had a memorable meal at a fast food restaurant.**

You should say:

- when and where you had the meal
- who you were with
- what you ate

and explain why the meal was so memorable.

## Part 3

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*The examiner will ask you some more general questions which follow on from the topic in Part 2.*

**Examiner:**

- Why do you think fast food is so popular around the world?
- What are some of the advantages and disadvantages of a globalized food culture?
- Do you think that the government should do more to regulate the fast food industry?

- How do you think the fast food industry will change in the future?
- Do you think that traditional food is in danger of being replaced by fast food? “”  
“”

## GRAMMAR SECTION

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### Questions 1-20

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#### Questions 1-5: Error Correction

*Identify the error in each sentence and correct it.*

1. The number of fast food restaurants have increased dramatically in recent years.
2. Despite of the health risks, many people continue to eat fast food on a regular basis.
3. I am not used to eat so much spicy food.
4. The reason why he is overweight is because he eats too much fast food.
5. She is one of the person who enjoy eating out.

#### Questions 6-10: Sentence Transformation

*Complete the second sentence so that it has a similar meaning to the first sentence, using the word given. Do not change the word given. You must use between two and five words, including the word given.*

1. It is not a good idea to eat too much fast food. (**SHOULD**) You \_\_\_\_\_ too much fast food.
2. I haven't eaten a hamburger for two years. (**LAST**) The \_\_\_\_\_ a hamburger was two years ago.
3. She is a very good cook. (**COOKS**) She \_\_\_\_\_ very well.
4. He was so tired that he couldn't keep his eyes open. (**TOO**) He was \_\_\_\_\_ keep his eyes open.



5. The restaurant was not as crowded as I had expected. (**LESS**) The restaurant was \_\_\_\_\_ I had expected.

### Questions 11-15: Fill in the Blanks

*Fill in the blanks with the correct form of the verb in brackets, or with a suitable article or preposition.*

1. I \_\_\_\_\_ (never be) to a fast food restaurant before.
2. She is allergic \_\_\_\_\_ nuts, so she has to be careful what she eats.
3. He has been working at the same restaurant \_\_\_\_\_ ten years.
4. I would like to order \_\_\_\_\_ hamburger and a portion of fries, please.
5. The food was so good that we decided to go back \_\_\_\_\_ the same restaurant the next day.

### Questions 16-20: Word Formation

*Use the word in capitals to form a word that fits in the gap in the same line.*

1. The fast food industry is incredibly \_\_\_\_\_. (COMPETE)
2. The \_\_\_\_\_ of fast food has been linked to a number of health problems. (CONSUME)
3. Many people find it difficult to resist the \_\_\_\_\_ of a juicy hamburger. (TEMPT)
4. The fast food industry is a major \_\_\_\_\_ to the global economy. (CONTRIBUTE)
5. There is a growing demand for \_\_\_\_\_ and more sustainable fast food. (HEALTH) “” “”

# ANSWER KEY

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## Reading Section

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1. FALSE
2. TRUE
3. NOT GIVEN
4. TRUE
5. TRUE
6. FALSE
7. B
8. B
9. C
10. C
11. standardization
12. replicable
13. rapid expansion
14. vi
15. iv
16. vii
17. ii
18. v
19. i
20. C
21. B
22. C
23. C
24. bloating

25. fatigue
26. collagen
27. NO
28. YES
29. YES
30. NO
31. NO
32. NO
33. B
34. C
35. C
36. B
37. consumer desires
38. local adaptation
39. cultural exchange
40. environment

## Listening Section

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1. John Smith
2. balsamic vinaigrette
3. sweet potato fries
4. sparkling water
5. onions
6. avocado
7. 15
8. SW1A 0AA
9. 20
10. 15.50

11. A

12. B

13. C

14. B

15. A

16. A

17. B

18. C

19. D

20. G

21. B

22. B

23. D

24. C

25. A

26. B

27. D

28. B

29. A

30. B

31. livestock

32. carbon footprint

33. rainforest destruction

34. rivers and lakes

35. packaging waste

36. landfill sites

37. plant-based

38. sustainable

39. sustainability

## Grammar Section

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1. The number of fast food restaurants **has** increased dramatically in recent years.
  2. **Despite** the health risks, many people continue to eat fast food on a regular basis.
  3. I am not used to **eating** so much spicy food.
  4. The reason why he is overweight is **that** he eats too much fast food.
  5. She is one of the **people** who enjoy eating out.
  6. You **should not eat** too much fast food.
  7. The **last time I ate** a hamburger was two years ago.
  8. She **cooks** very well.
  9. He was **too tired to** keep his eyes open.
  10. The restaurant was **less crowded than** I had expected.
  11. I **have never been** to a fast food restaurant before.
  12. She is allergic **to** nuts, so she has to be careful what she eats.
  13. He has been working at the same restaurant **for** ten years.
  14. I would like to order **a** hamburger and a portion of fries, please.
  15. The food was so good that we decided to go back **to** the same restaurant the next day.
  16. competitive
  17. consumption
  18. temptation
  19. contributor
  20. healthier
-

# TUTOR GUIDE

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## Model Answer for Writing Task 1

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The bar chart illustrates the proportion of adults who consume fast food at least once a week in five different countries: the USA, the UK, Australia, Japan, and China.

Overall, the consumption of fast food is most prevalent in the USA, while it is least common in China. The data also reveals a clear divide between Western and Asian countries in terms of fast food consumption habits.

The USA has the highest percentage of adults who eat fast food at least once a week, at a striking 85%. The UK and Australia also have high rates of fast food consumption, at 70% and 65% respectively. These figures suggest that fast food is a very popular dietary choice in these three Western nations.

In contrast, the two Asian countries in the chart show significantly lower levels of fast food consumption. In Japan, 40% of adults eat fast food at least once a week, which is less than half the figure for the USA. China has the lowest rate of all, with only 30% of adults consuming fast food on a weekly basis. This indicates that fast food is a less integral part of the diet in these two countries compared to their Western counterparts.

## Model Essay for Writing Task 2 (Band 9 level)

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The proliferation of fast food outlets around the world has undeniably transformed our eating habits and lifestyles. While some argue that this trend has brought benefits such as convenience and affordability, others contend that it has had a detrimental effect on our health and well-being. This essay will discuss both perspectives before offering my own opinion.

On the one hand, the rise of fast food culture can be seen as a positive development in several respects. In our increasingly fast-paced world, many people have limited time for cooking and preparing meals. Fast food offers a quick and easy solution, allowing individuals and families to enjoy a hot meal without the need for extensive planning or preparation. Furthermore, the affordability of fast food makes it an accessible option

for people on a low budget. The fast food industry is also a major employer, providing jobs for millions of people around the world.

On the other hand, there is a substantial body of evidence to suggest that the increasing popularity of fast food has had a negative impact on our health. Fast food is typically high in calories, fat, sugar, and salt, and low in essential nutrients. A diet high in fast food has been linked to a range of health problems, including obesity, type 2 diabetes, and heart disease. The convenience of fast food can also lead to a more sedentary lifestyle, as people are less likely to cook and eat at home. Moreover, the global spread of fast food has been criticized for contributing to the homogenization of food cultures, leading to a decline in the popularity of traditional cuisines.

In my opinion, while the convenience and affordability of fast food are undeniable, the negative health consequences associated with its overconsumption are a far more significant concern. The rise in diet-related diseases in many countries is a clear indication that the proliferation of fast food has come at a considerable cost to public health. While individuals have a responsibility to make healthy food choices, the pervasive marketing and easy availability of fast food make this a challenging task for many.

In conclusion, although the fast food industry has brought some benefits in terms of convenience and employment, I believe that its negative impact on our health and well-being is a more pressing issue. It is imperative that governments, health organizations, and individuals work together to promote healthier eating habits and mitigate the harmful effects of a fast food culture.

## Speaking Part 2 Sample Response

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I'd like to talk about a time when I had a really memorable meal at a fast food restaurant. It was a few years ago, and I was on a road trip with a couple of my best friends. We had been driving for hours, and we were all getting pretty hungry. We decided to pull over at a classic American-style diner that we saw on the side of the road. It was one of those places that you see in the movies, with red leather booths, a long counter, and a jukebox in the corner.

We were all in a really good mood, and the atmosphere in the diner was great. We all ordered burgers and fries, and they were absolutely delicious. The burgers were huge

and juicy, and the fries were perfectly crispy. We also had milkshakes, which were thick and creamy and came in those tall, old-fashioned glasses.

The meal was so memorable for a few reasons. Firstly, the food was just so good. It was simple, classic fast food, but it was done really well. Secondly, the company was great. I was with my best friends, and we were having a lot of fun. We were all laughing and joking, and it was just a really happy and relaxed atmosphere. Finally, the whole experience was just very authentic. It felt like we had stepped back in time to the 1950s. It was a really fun and unique experience, and it's a meal that I will always remember.

## Key Vocabulary List

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1. **Purveyor:** A person or company that sells or provides a particular type of goods.
2. **Culinary:** Related to cooking or the kitchen.
3. **Pivotal:** Of crucial importance in relation to the development or success of something else.
4. **Phenomenon:** A fact or situation that is observed to exist or happen, especially one whose cause or explanation is in question.
5. **Proliferation:** Rapid increase in the number or amount of something.
6. **Behemoth:** A huge and monstrous creature; something enormous, especially a big and powerful organization.
7. **Savvy:** Shrewd and knowledgeable; having common sense and good judgment.
8. **Replicable:** Able to be copied or reproduced.
9. **Homogenization:** The process of making things uniform or similar.
10. **Detrimental:** Tending to cause harm.
11. **Sedentary:** (Of a person) tending to spend much time seated; somewhat inactive.
12. **Provenance:** The place of origin or earliest known history of something.
13. **Sustainability:** The ability to be maintained at a certain rate or level.
14. **Mitigate:** Make (something bad) less severe, serious, or painful.
15. **Imperative:** Of vital importance; crucial.



16. **Assertive:** Having or showing a confident and forceful personality.
17. **Manipulative:** Characterized by unscrupulous control of a situation or person.
18. **Pester Power:** The ability of children to nag their parents into buying things.
19. **Carbon Footprint:** The amount of carbon dioxide and other carbon compounds emitted due to the consumption of fossil fuels by a particular person, group, etc.
20. **Compostable:** Able to be decomposed by bacteria or other living organisms. “”