### **Japan store starts selling drinkable mayonnaise**

Mayonnaise fans in Japan have a new product to savour – drinkable mayonnaise. Lawson, one of the country's largest convenience store chains, has started selling a mayonnaise-flavoured drink. It is called "Nomu Mayo" in Japanese, which translates as "mayo drink". Lawson has tapped into the particular fondness the Japanese have for mayonnaise – the creamy, egg-based condiment. The store has called its new liquid refreshment, "a long-awaited new product for mayonnaise lovers". It added that, "the richness and sourness of mayo are reproduced in this chilled beverage". The Nomu Mayo label states the drink is a "mayonnaise-style drink" and "not mayonnaise".

Nomu Mayo is priced at ¥198 ($1.32) for 200 ml. It is currently in a "test sales" phase to gauge its potential. While Japan's version of mayonnaise, which uses rice vinegar, is ubiquitous in and on Japanese meals, the jury is out on whether drinkable mayo will take off as a product. It has gone viral on social media and has garnered very mixed reviews. Yahoo Japan stated: "It had the texture of mayonnaise dissolved in water and definitely tasted like mayonnaise, although it had the texture of water. The taste didn't feel diluted at all, and it tasted like mayonnaise, which is a bit strange." It added the drink was "a bold product aimed at a very niche demographic".

**Homework:**

1. Write a full sentence answer for each question below.
2. Who has a new drink to enjoy?
3. Where is Lawson on the list of Japan's largest convenience store chains?
4. What do Japanese people have a fondness for?
5. What was reproduced in the mayo drink?
6. Where did it say that the mayo drink was not mayonnaise?
7. What is Lawson currently assessing?
8. Where in Japan is mayo ubiquitous?
9. What kind of reviews has the mayo drink received?
10. What did a Yahoo Japan reviewer say the drink had the texture of?
11. Who did the reviewer say the drink was aimed at?

**Academic Writing**

* Write about drinkable mayonnaise for 10 minutes. 😂