

## The empire strikes back

**文章导读：**19 世纪移民潮提供人口基础并促进啤酒文化形成：自 19 世纪中后期起，美国内战结束以及西欧粮食歉收，大量爱尔兰、德国等西欧移民涌入美国中西部地区，尤其是圣路易斯、密尔沃基和辛辛那提等美国传统制造业中心。至 1920 年，美国年均移民人数已达 1400 万人，移民占美国人口总比例 13.2%。大量的移民涌入为美国啤酒行业提供消费基础，且传统啤酒消费大国移民的进入促进了美国啤酒文化的形成。其中，密尔沃基在 19 世纪末成为美国最大啤酒生产城市，拥有 Pabst 和 Schlitz 等大型啤酒厂。



[1]Americans are discovering the joy of a true  
**pint**<sup>1</sup> of beer

[1]美国人正在发现真正的一品脱啤酒的乐趣

### 一、重点词汇

1. **Pint** /paɪnt/ n. 品脱（液量单位，约等于半升）；<英>一品脱啤酒；

[2]AT THE BARS of the United Centre,a sports **arena**<sup>1</sup> on the near west side of Chicago,the **default**<sup>2</sup> drink available is Mod-elo,a Mexican lager that in May became America's best-selling beer. But a popular alternative is a craft beer sold in cans from a **fridge**<sup>3</sup> behind the bar,called "Tropical Beer Hug".**Adorned**<sup>4</sup> with a picture of a cartoon bear wearing sunglasses,the marketing is memorable.But to your British **correspon-**  
**dent**<sup>5</sup> ,the more striking part is the size of the cans.Each one contains 19.2 Us **customary**<sup>6</sup> fluid ounces of beer.That is 568ml in metric measures.But more importantly,it is 20 **Imperial**<sup>7</sup> fluid ounces,known in Britain,

[2] 在芝加哥西侧的体育场馆联合中心(United Centre)的酒吧里，默认的饮料是莫德罗 (Modelo)，这是一种墨西哥窖藏啤酒，今年 5 月成为美国最畅销的啤酒。但另一种受欢迎的选择是一种装在罐头里的精酿啤酒，它被称为“热带啤酒拥抱”，放在吧台后面的冰箱里。广告上装饰着一只戴着墨镜的卡通熊的图片，令人难忘。但对英国记者来说，更引人注目的是罐头的大小。每瓶含有 19.2 美制液盎司啤酒。也就是 568 毫升的公制单位。但更重要的是，它是 20 英制液盎司，在英国、爱尔兰和其他一些前英国领土被称为“一品脱”。

Ireland and a few other former British territories as "one pint".

## 一、重点词汇

1. **Arena** /ə'ri: nə/n. 竞技场，圆形剧场；斗争场所，活动舞台
2. **Default** v. 拖欠；不履行；不到场；n. 违约；缺席；默认
3. **Fridge** /frɪdʒ/ n. 冰箱
4. **Adorn** /ə'dɔ:rn/ v. 装饰；使生色
5. **Correspondent** /,kɔ: rə'spɑ: ndənt/n. 记者，通讯员；通信者，写信人
6. **Customary** /'kʌstəmeri/adj. 习俗的，习惯的；特有的，典型的；
7. **Imperial** adj. 帝国的，皇帝的；宏伟的；专横的；

[3]In the past five years or so,the 19.2oz can of beer has soared<sup>1</sup> in popularity across America.According to data analysed by Molson Coors,a big brewing firm,pint cans now make up 92%of craft beers sold in individual cans in convenience stores,up from less than 10%six years ago.Though most beer sold in shops is still in 12oz six-packs,and in 16oz measures (an American "pint") in bars, the true British pint has **crowded out<sup>2</sup>** other **heftier<sup>3</sup>**-sized brews,at least when it comes to craft beers.Besides convenience stores,the format is becoming ubiquitous<sup>4</sup> at America's music festivals,sports events and other places where customers have to pick up a drink and carry it around.

[3]在过去五年左右的时间里，19.2oz 的罐装啤酒在美国风靡一时。根据大型酿酒公司 Molson Coors 的数据分析，在便利店销售的单罐精酿啤酒中，品脱罐占 92%，而六年前这一比例还不到 10%。虽然大多数商店里卖的啤酒仍然是 120 盎司装的六打装，酒吧里卖的是 16 盎司装（美国的“品脱”），但真正的英国品脱已经挤掉了其他更大尺寸的啤酒，至少在精酿啤酒方面是这样。除了便利店，这种形式在美国的音乐节、体育赛事和其他顾客不得不拿起饮料随身携带的地方也变得无处不在。

## 一、重点词汇

1. **Soared** /sɔ: rd/ v. 飙升（soar 的过去分词）；骤然上升
2. **Crowded out** .挤出
3. **Hefty** /'hefti/ adj. 高大健壮的，笨重的；
4. **Ubiquitous** /ju: 'bɪkwɪtəs/adj. 普遍存在的，无所不在的

## 二、积累表达

1. 关于“无所不在”的表达

(1) ubiquitous

The influence of social media is **ubiquitous** in today's society.

社交媒体的影响无所不在于当今社会。

(2) pervasive /pəˈveɪsɪv/

The smell of fresh flowers was **pervasive** throughout the room.  
新鲜花香在整个房间里无处不在。

(3) omnipresent /ɑː mniˈprez(ə)nt/

The **omnipresent** security cameras made the employees feel constantly watched.  
无所不在的安全摄像头让员工们感到被不断监视。

(4) all-pervading

The **all-pervading** sense of excitement filled the stadium as the game began.  
比赛开始时，整个体育场弥漫着一种无所不在的兴奋感。

(5) ever-present

The **ever-present** threat of cyber attacks requires constant vigilance.  
网络攻击的无所不在的威胁需要不断保持警惕。

1. 关于“飙升、上涨”的表达

(1) skyrocket

The company's profits **skyrocketed** after they introduced their new product.  
公司推出新产品后，利润飙升。

(2) surge

The number of tourists visiting the city **surged** after it was named a cultural hotspot.  
该城市被评为文化热点后，游客数量激增。

(3) escalate

The conflict between the two countries **escalated** quickly, leading to a full-blown war.  
两国之间的冲突迅速升级，导致了一场全面战争。

(4) shoot up

The price of gold **shot up** as investors sought safe-haven assets.  
黄金价格飙升，因为投资者寻求避险资产。

(5) spike

The number of COVID-19 cases **spiked** after the holiday gatherings.  
假期聚会后，新冠病例数量激增。

(6) leap

The company's profits **leaped** after the successful launch of their new product.  
公司成功推出新产品后，利润飙升。

[4] Why would Americans be turning to

[4] 为什么美国人会改喝正经酒，tj 销售“热带

<p>proper pints?T.J. Annerino of Goose Island, the Chicago-based craft <b>brewery</b><sup>1</sup> that sells the Tropical Beer Hug,says that the initial motivation came from convenience stores.But demand has been “<b>Phenomenal</b>”<sup>2</sup>.He speculates that 19.20Z sells because it is large enough that drinkers do not need to return to the bar (or fridge)too soon,without being so large as to get warm and stale in one's hand.Hence the success at <b>gigs</b><sup>3</sup> and sports events.Andrew McGuire of Molson Coors argues that the size is ideal for people who want to try a new beer alongside a familiar six-pack.Many new canning machines tend to include the size as a default,which means it is easy for <b>brewers</b><sup>4</sup> to produce without extra cost.</p>	<p>啤酒拥抱”(Tropical Beer Hug)的芝加哥精酿啤酒厂鹅岛 (Goose Island) 的安内里诺 (Annerino)表示, 最初的动机来自便利店。但需求一直是“惊人的”。他推测, 19.20Z之所以卖得好, 是因为它足够大, 饮酒者不需要太早回到酒吧(或冰箱), 也不会太大, 以至于拿在手里又热又不新鲜。因此, 在演出和体育赛事上取得了成功。Molson Coors 的安德鲁·麦奎尔 (Andrew McGuire)认为, 对于那些想在熟悉的六罐装啤酒之外尝试一种新啤酒的人来说, 这种尺寸是理想的。许多新的罐装机往往将尺寸作为默认值, 这意味着酿酒商很容易在不增加成本的情况下生产。</p>
<p style="text-align: center;">一、重点词汇</p> <ol style="list-style-type: none"> <li><b>Brewery</b> /'bru:əri/ n. 啤酒厂, 啤酒公司</li> <li><b>Phenomenal</b> /fə'na:mɪn(ə)l/ adj. 非凡的, 杰出的; 感觉得到的, 可感知的; 现象的</li> <li><b>Gigs</b> n. 轻便两轮马车</li> <li><b>Brewers</b> n. 酿酒者; 饮料泡制器皿; 阴谋家</li> </ol>	

<p>[5]Beer-industry types generally refuse to admit any direct inspiration from British measures.“19.20z cans are widely popular within the United States,and have been for a while,”<b>sniffs</b><sup>1</sup> Melody Gregson, at American Canning,which sells both tins and the machines to fill them. None calls the measure a pint; some insist on calling it a “<b>stovepipe</b>”<sup>2</sup>.But perhaps they just need to drink a few.As James Joyce,a novelist,once wrote, “the <b>sacred</b><sup>3</sup> pint alone can <b>unbind</b><sup>4</sup> the tongue.”</p>	<p>[5] 啤酒行业的人通常拒绝承认有任何直接的灵感来自英国的措施, “19.20z 的罐头在美国很受欢迎, 而且已经有一段时间了,”美国罐头公司的梅洛迪·格雷森嗤之以鼻, 他销售罐头和灌装机器。没有人称一尺为一品脱; 有些人坚持称它为“烟囱”。但也许他们只是需要喝几杯。正如小说家詹姆斯·乔伊斯(James Joyce)曾经写道, “只有神圣的一品脱才能解开舌头的束缚。”</p>
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一、重点词汇	
1. <b>Sniffs</b> v. 嗅，闻：通过鼻子吸气以检测气味。	
2. <b>Stovepipe</b> /'stʊv paɪp/ n. 大礼帽；火炉烟囱 adj. 瘦裤腿的	
3. <b>Sacred</b> /'seɪkrɪd/ adj. 神的，神圣的；宗教的，宗教性的；受尊重的，受崇敬的；不可侵犯的，不容干涉的	
4. <b>Unbind</b> /ʌn'baɪnd/vt. 解开；解放	