



#### 4 Popular fast food

Read the text. What is the main message? Then go to your Workbook, page 80, Exercise 8.

Fast food is a big industry everywhere in the world. Even in China, the land of low fat rice meals, the fast food industry is growing 20% per year. In Switzerland, it is mainly young people who like to eat fast food; more than 50% of all Swiss aged between 15 and 24 eat fast food at least once a week.

In many countries nutrition facts are printed on all food products you buy. People can inform themselves about how healthy a type of food is. For many people, life without hamburgers and

chips is like a birthday without a cake. Unthinkable! Most people love to have a kebab, a slice of pizza or a milkshake from time to time.

These types of food often have a high concentration of sugar and fat, which are excellent flavour carriers. They make the food very tasty and give us energy immediately. Unfortunately this only lasts for a short time, which makes us feel hungry again a few hours later.

Fast food products are popular because they are often very tasty, soft to chew and in our hectic world easy and quick to eat. Fast food often contains food additives, usually known by their E-numbers, to intensify the flavour or detract from the fact that they aren't freshly made. Unfortunately, these flavour enhancers boost our appetites and make us eat more than we need. Once we are used to these aromas, natural food tastes boring.