YOUNG PEOPLE & CONSUMERISM

Read the following text carefully and do the tasks that follow it.

In the summer of 1965, 17-year-old Fred DeLuca was trying to figure out how to pay for medical school. A family friend suggested that Fred open a sandwich shop – and then the friend invested $1,000 to help get it started. Within a month, they opened their first sandwich shop. From that humble start grew the Subway franchise chain with approximately 45,000 stores in more than 100 countries.

For more than 10 years, Subway advertisements featured Jared Fogle, a college student who was overweight but lost 245 pounds (about 111 kg) by only eating Subway's low-fat sandwiches. Jared says it was a fluke that he ended up in Subway's ads. Fogle first came to media attention in April 1999, via an article written by a former dorm mate about Fogle's weight loss and published in *Indiana Daily Student*. According to the article, Fogle had become obese through lack of exercise and eating junk food. Switching to eating at Subway, he changed his eating habits there to include healthier choices and smaller portions free of fattening condiments such as mayonnaise, which was followed by his significant weight loss. Jared already knew he liked Subway sandwiches, but the **"7 under 6" promotion** inspired him to incorporate them into his diet. As soon as Jared's ads began to run, word of his inspiring story spread and consumer awareness of Subway and its healthy fare increased.

Subway's strategy at that time focused on its line of seven different sandwiches with under six grams of fat. The goal was to set Subway food apart from other fast food, position it to appeal to health-conscious eaters, and spark new sales growth. Rapidly, sales grew more than 18 percent that year. The ads also attracted attention from potential franchises which saw in Subway a profitable small business opportunity. Subway tried to balance its menu and promotion to appeal to three segments: customers interested in low fat, those most concerned about taste, as well as those seeking a good value.

I – Reading comprehension

A. Match the parts of the sentences. Write the letters *a), b), c)* ... in the boxes.

1. Fred DeLuca opened a sandwich shop	☐	a) because it offers healthy and tasty food at a low price.
2. After a modest start, Subway grew	☐	b) after losing weight by only eating their sandwiches.
3. Jared Fogle was used in Subway's ads	☐	c) different and better fast food.
4. Fogle's story	☐	d) to become a worldwide franchise.
5. Subway's strategy was to offer	☐	e) helped Subway to attract attention from customers.
6. Subway is such a lucrative business	☐	f) in order to have money for college.

B. Match the underlined words from the text with their equivalent meaning. Write the letters *a), b), c)* ... in the boxes.

1. figure out	☐	a) fat, obese
2. humble	☐	b) food
3. advertisements	☐	c) understand or solve something
4. overweight	☐	d) without
5. fluke	☐	e) interest or attract someone
6. free of	☐	f) announcements in a public medium promoting a product, service ...
7. fare	☐	g) a surprising piece of luck
8. appeal	☐	h) not special or very important