

# Why 'shrinkflation' means you are paying the same for less

BROOKE MASTERS

Match the following compound nouns (from 1-6) and then match them with their most suitable definition (from A-F)

- |              |              |
|--------------|--------------|
| 1. labour    | architecture |
| 2. pricepack | hikes        |
| 3. earnings  | discounts    |
| 4. price     | pinching     |
| 5. volume    | call         |
| 6. penny     | shortages    |

- a. when you get a price reduction for buying a lot of a product \_\_\_\_\_
- b. a method of providing customers with a selection of products that meet their needs at a price they are willing to pay \_\_\_\_\_
- c. large increases in the cost of something \_\_\_\_\_
- d. the practice of trying to spend as little money as possible \_\_\_\_\_
- e. a conference call in which a public company discusses the financial results of a reporting period \_\_\_\_\_
- f. not enough workers to do the work \_\_\_\_\_

a. Find multi-word expressions and phrases in the article that match the meanings below. The section numbers are given to help you.

1. options we have available to use to deal with a difficult situation (section 4)  
\_\_\_\_\_
2. make sure the profit a business makes does not decrease (section 5)  
\_\_\_\_\_
3. income from business activities is increasing again after a fall (section 5)  
\_\_\_\_\_
4. when increases in the cost of items can be seen in many places (section 5)  
\_\_\_\_\_
5. trying to find a way out of a bad situation (section 6) \_\_\_\_\_
6. decide that you want to do or partake in something (section 7)  
\_\_\_\_\_
7. doing things in a different way (section 8) \_\_\_\_\_
8. when someone is at the point of being annoyed and is likely to get angry soon (section 10)  
\_\_\_\_\_