★ALL STARS★

FOOD FADS

Read the text and complete the open cloze exercise by writing ONE word in each blank.

Food Fads

In the Age of Social Media

Food fads have always existed, but they have become far more visible in the age of social media. Platforms such as Instagram and TikTok allow users to share photos and short videos that highlight unusual dishes, "miracle" ingredients, or extreme eating challenges. Once a single clip goes viral, millions of viewers may feel tempted to try the trend themselves, even if it is expensive, impractical, or not particularly healthy.

One reason food fads spread so quickly is the influence of online personalities. Many creators rely (1) ___ sponsored content to promote products that appear "natural" or "clean," even (2) ___ the scientific evidence behind these labels is often limited. Another reason is the power of repetition: the more a trend appears in someone's feed, the more likely they are to believe it is worth (3) ___. Social media algorithms reward visually striking dishes—bright colours, unusual textures, or oversized portions—which makes food styling nearly as important (4) ___ the flavour itself.

However, not (5) ___ food fad is harmless. Some diets encourage people to eliminate entire food groups, while other viral challenges pose genuine health risks. Still, not all trends are negative. Certain movements, (6) ___ as plant-based cooking or reducing food waste, can encourage better long-term habits. The real challenge for consumers is learning (7) ___ to distinguish between a short-lived craze and a meaningful lifestyle change. Being critical of what we see online—and asking where the information (8) ___ from—remains essential.

LIVEWORKSHEETS

SPEAKING QUIZ!

1. According to the text, why do food fads spread faster today than in the past?
2. What role do influencers play in the promotion of food trends?
3. Why do algorithms favour visually striking food?
4. Give one example of a positive food trend mentioned in the article.
5. What does the text suggest consumers should do when evaluating a food fad?

YOUR TURN!

Watch the following video and find out wether it is about a Food Fad or a real advice about nutrition.

Complete with information from the video. Find information online about the WHITE coloured food!

LIVEWORKSHEETS