

CAM 20 - TEST 2 - PART 4

FOOD TRENDS AND MARKETING

Questions 31–40

Complete the notes below.

Write **ONE WORD ONLY** for each answer.

Developing food trends

- The growth in interest in food fashions started with **31**_____ of food being shared on social media.
- The UK food industry is constantly developing products which are new or different.
- Influencers on social media become 'ambassadors' for a brand.
 - Sales of **32**_____ food brands have grown rapidly this way.
- Supermarkets track demand for ingredients on social media.
 - Famous **33**_____ are influential.

Marketing campaigns

- The avocado:
 - **34**_____ were invited to visit growers in South Africa.
 - Advertising focused on its **35**_____ benefits.
- Oat milk:
 - A Swedish brand's media campaign received publicity by upsetting competitors.
 - Promotion in the USA through **36**_____ shops reduced the need for advertising.
 - It appealed to consumers who are concerned about the **37**_____
- Norwegian skrei:
 - has helped strengthen the **38**_____ of Norwegian seafood.
- Ethical concerns
- Quinoa:
 - Its success led to an increase in its **39**_____
 - Overuse of resources resulted in poor quality **40**_____

