# 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)

_____

LIVEWORKSHEETS