

Instructions: Read the text. For questions 1 to 5, choose the answers A, B, C or D, which you think fits best according to the text.

# SUPERJAM



Have you ever cooked with your grandparents? Fraser Doherty did, and it changed his life! When he was 14, he learnt to make jam with his gran and loved it so much that he started doing it every day after school and at weekends. He experimented with different flavours and soon he was making 1,000 jars a week in his parents' kitchen. Fraser, known as *JamBoy*, sold his jams at local farmers' markets.

Fraser's jams, which contained no sugar, sold really well, so he set up his own business at age 16. A year later Fraser approached Waitrose supermarkets, hoping they would sell his jams. Waitrose turned him down, but they gave Fraser some great advice which he followed and, as a result, *SuperJam* was born. Waitrose then agreed to sell his jams and they quickly became popular. In one Edinburgh store, people bought 1,500 jars in just one day!



Since then, Fraser hasn't stopped. He created *BakeLab*, home-baking mixes where all the ingredients are included in a jar, and *SuperTea*, a range of teas to go with his cakes and jams. He also sells *SuperHoney* and part of the profits from this are used to buy beehives for local community groups which then teach young people to make honey. His products are now available in over 2,000 supermarkets around the world, in countries including Australia, Russia and Finland.

Fraser has also written two books, *The SuperJam Cookbook* and *SuperBusiness*, which is full of tips for young entrepreneurs. Every year, he also finds time to organise over 100 *SuperJam Tea Parties* all over Britain for elderly people, with around 600 participants at each one. Not surprisingly, he is also a popular speaker at events worldwide. Everyone wants to know the secret of his success - and his jam recipes!



- 1 Fraser Doherty
  - A has always made jam with his grandmother.
  - B learnt to make jam and his life changed completely.
  - C really enjoyed cooking in his parents' kitchen.
  - D initially sold his products only to farmers.
- 2 What happened when Fraser was 16?
  - A He talked to people at a supermarket chain.
  - B He developed a jam without any sugar in it.
  - C He started his own company.
  - D He had the idea for his most popular product, *SuperJam*.
- 3 What is *BakeLab*?
  - A A place where Fraser makes new cake recipes.
  - B Jars that include cake ingredients and different types of tea.
  - C Cakes that have jam as one of the ingredients.
  - D Prepared ingredients for making cakes in your own kitchen.
- 4 What is part of the extra money from *SuperHoney* sales used for?
  - A To help adolescents to find out how to prepare honey.
  - B To buy bees for local community groups.
  - C To design new and better beehives for producing honey.
  - D To promote the product to supermarkets worldwide.
- 5 What does the writer say about the *SuperJam Tea Parties*?
  - A Fraser tells young businesspeople how they can improve.
  - B Over 500 old people go to each of the tea parties.
  - C The tea parties are organised in all over the world.
  - D Fraser gives talks about how he became successful.

## LISTENING

Instructions: You are going to listen to someone talking about food world records. Write the missing information in each gap.

### FOOD WORLD RECORDS

#### Largest cheeseburger

**Size:** weighed 913.54 kg and contained over 18 kg of (1) \_\_\_\_\_

**Cooking time:** Burger: 4 hours, Bun: (2) \_\_\_\_\_

#### Burger eating

**Record:** 12 burgers in (3) \_\_\_\_\_

**Way of eating:** make burger (4) \_\_\_\_\_ to make it easier to eat

**Before grilling:** (5) \_\_\_\_\_ is 110 g

Training involves eating and (6) \_\_\_\_\_

