

Glossary:**levy:** taxa**highlight:** fer patent**fizzy:** amb gas**legacy:** llegalat**to be briefed:** ser informat**PART 1**

Read the text and do the activities related to it. It has been divided into 3 paragraphs to help you.

Jamie Oliver is an English celebrity chef, owner of more than 50 restaurants and also a personality known for his food television shows, cookbooks and more recently his global campaign for better food education. One of the actions of his global campaign is to impose a **levy** on sweet **fizzy** drinks sold in Jamie's restaurants in protest at the government's refusal to introduce a "sugar tax."

Oliver will add a 10 p (€0.15) charge to every drink with added sugar in an attempt to **highlight** the dangers of too much sugar as well as to send a message to the government to take urgent action on childhood obesity. Several other restaurant chains are expected to join Oliver's "sugar tax" protest. All the money raised from the levy will be put into a foundation called *Sustain*, which will promote better food and farming policies and practices, to support children's healthy food initiatives across Britain. The Jamie Oliver Restaurant Group will make a donation of £25,000 to get the fund started. Oliver expects the charge—which he calls "the children's health levy"—to raise £80,000 in the first year.

Choose the best answer according to the text. Only ONE answer is correct. Write a, b, c, or d

Jamie's sugar tax is imposed in

- ☐ a all British restaurants.
- ☐ b Jamie's restaurants only.
- ☐ c restaurant chains only.
- ☐ d hamburger restaurants in Britain.

Notes:

Which of the following sentences is NOT true?

- ☐ a Jamie has created this tax to emphasize the dangers of too much sugar in our diet.
- ☐ b The British government has imposed a sugar tax because of childhood obesity.
- ☐ c The money from the tax will support programmes promoting healthy food.
- ☐ d Jamie participates in a worldwide campaign to improve food education.

Answer these questions using Yes or No.

1. According to the text, is the foundation *Sustain* already promoting better healthy food initiatives?
2. Did Jamie's global campaign for better food education start a long time ago?

Find a synonym in the text for these words:

Popular:

Rejection:

Predict, hope for:

PART 2

Oliver said: "I was born into the restaurant industry and I truly believe that by joining together on this problem we not only send a powerful and strong message to government but we also have the potential to make a long lasting **legacy** that could make many parents be aware of the benefits that a healthy diet has on their children."

Oliver also added: "I have seen first-hand the heart breaking effects that poor diet and too much sugar is having on our children's health. Young children often need multiple teeth pulled out under anaesthetic and one in three kids now leaves primary school overweight or obese. Soft drinks are the biggest single source of sugar among school-age kids and teenagers and so we have to start here."

An explanation of the sugary drink levy will be printed on all menus in Jamie Oliver's restaurants and the waiters **will be briefed** about the alternative choices for children. Oliver points out that tap water is always freely available. Oliver does not allow fizzy, sugary drinks in his own home. He says his four children have grown up drinking mainly water or diluted fruit juice. He believes parents should explain to children which drinks are best for them and make healthy drinks fun—for instance, by adding freshly cut lemons, oranges or strawberries to iced water.

Choose the best answer according to the text. Only ONE answer is correct. Write a, b, c, d, e, f or g

Oliver considers that if all the restaurant industry is united on the "sugar tax,"

- ☐ the Sustain foundation will not raise enough money to continue with its activities.
- ☐ the government will have more support to carry on with its policy on childhood obesity.
- ☐ parents will be convinced to give their children a healthy diet.
- ☐ they will send a strong message to the fizzy drink manufacturers.

Jamie Oliver considers that soft drinks

Notes:

- ☐ have improved the diet of many children.
- ☐ are a necessary source of energy for children.
- ☐ are often recommended by doctors and nurses.
- ☐ should be taxed by the government.
- ☐ have a really negative effect on children's health.
- ☐ Two of the other answers are correct.
- ☐ None of the other answers are correct.

At Jamie Oliver's restaurants

- ☐ fizzy drinks are not printed on the menus.
- ☐ waiters are told not to offer fizzy drinks.
- ☐ tap water is cheaper.
- ☐ fizzy drinks are more expensive.

(This question might be ambiguous and there are two possible answers. However, choose the best one)

Jamie Oliver's own children

- ☐ can't drink fizzy sugary drinks at home.
- ☐ don't usually drink fizzy, sugary drinks at home.
- ☐ only drink water at home.
- ☐ hardly ever drink fruit juice.
- ☐ There is more than one correct answer.

PART 3

Simon Bladgen, chief executive of the Jamie Oliver Restaurant Group, said: "As a business we're concerned about the increasing number of illnesses related to the diet in the UK, especially in children, and while we're not against sugar, we do feel that we need to take the initiative when it comes to keeping our costumers informed, so a levy on these drinks allows us to send a message as well as raise money to help give children the knowledge to make better choices."

The idea has been welcomed by health activists. Tam Fry, a spokesman for the National ObesityForum, said: "Once again Jamie Oliver has taken the initiative that should force the government to take measures as soon as possible. His levy will be applauded by everyone who understands obesity and the health damage of excessive sugar."

While all the main medical professions in Britain have given support to a 20 % tax on sugary soft drinks, the government has excluded such a move, preferring to work with the food industry on voluntary measures.

Choose the best answer according to the text. Only ONE answer is correct.

Choose a, b, c, d, or e.

According to Simon Bladgen, a levy on fizzy drinks will

- ☐ stop young people from buying too many fizzy drinks.
- ☐ make obese children lose weight by consuming fewer fizzy drinks.
- ☐ make people aware of the risks of too much sugar in their diet.
- ☐ help the government policy on financing healthy diets for young people.

Although the main medical professions support a 20 % tax on sugary drinks, the government has decided

- ☐ to ignore the proposal made by the doctors.
- ☐ to study the proposal carefully before taking any move.
- ☐ to promote optional actions among the food industry.
- ☐ to ban soft drink advertising.
- ☐ None of the other answers are correct.