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**Level 6 – 4th April, 2022**

## 'Shrinkflation' now widespread in goods and services

**FREE online quizzes, mp3 listening and more for this lesson here:**

<https://breakingnewsenglish.com/2204/220404-shrinkflation.html>

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**Please try Levels 4 and 5 (they are easier).**

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# THE ARTICLE

From <https://breakingnewsenglish.com/2204/220404-shrinkflation.html>

A new phenomenon is taking hold across the world - "shrinkflation". This is when companies reduce the size of their products or range of services while maintaining prices. It is in reaction to the rising prices of raw materials needed in the production process. Another tactic being used is to place smaller numbers of items in larger boxes, providing an illusion to shoppers that they are getting more for their money. Shrinking the size of products is in effect a cost-cutting strategy. Manufacturers are relying on psychology here. They know that consumers are more sensitive to price than quantity or quality. Most shoppers will still make a regular purchase, even if it has shrunk, as long as the price has not risen.

The chocolate bar maker Cadbury has resorted to shrinking the size of one of its flagship products by 10 per cent to maintain its bottom line. A company spokesperson said: "We look to absorb costs...in this difficult environment [so] we've had to make the decision to slightly reduce the weight of [chocolate] bars for the first time since 2012, so that we can keep them competitive." The service industry is also being inventive to try to refrain from raising prices. The hotel chains Hilton and Marriott have made daily housekeeping services "opt in". This means that guests must now request the cleaning of their room. Many other free services we have taken for granted are on the wane and being shrunk.

Sources: <https://qz.com/2129426/inflation-and-supply-chain-snags-are-shrinking-your-products/>  
<https://www.ft.com/content/042af8db-a201-4d9d-9f61-cc783be0d725>  
<https://www.theguardian.com/business/2022/mar/28/cadbury-family-size-dairy-milk-bars-get-10-smaller-but-price-stays-the-same>

# WARM-UPS

**1. SHRINKFLATION:** Students walk around the class and talk to other students about shrinkflation. Change partners often and share your findings.

**2. CHAT:** In pairs / groups, talk about these topics or words from the article. What will the article say about them? What can you say about these words and your life?

phenomenon / shrinkflation / products / services / price / tactic / cost-cutting / quality chocolate bar / bottom line / costs / competitive / hotel / housekeeping / cleaning

Have a chat about the topics you liked. Change topics and partners frequently.

**3. PRICE RISE:** Students A **strongly** believe price rises are preferable to shrinking products; Students B **strongly** believe the opposite. Change partners again and talk about your conversations.

**4. SERVICES:** What services in these industries could companies cut to save costs? How would they feel about this? Complete this table with your partner(s). Change partners often and share what you wrote.

	Cuts	How I'd Feel
Hotels		
Gyms		
Internet providers		
English schools		
Hospitals		
Airlines		

**5. INFLATION:** Spend one minute writing down all of the different words you associate with the word "inflation". Share your words with your partner(s) and talk about them. Together, put the words into different categories.

**6. SHRINKAGE:** Rank these with your partner. Put the things or services you would least want to shrink at the top. Change partners often and share your rankings.

- Chocolate bars
- Cereal
- Hotel services
- Gym benefits
- Coffee
- Internet services
- Healthcare
- French fries

# VOCABULARY MATCHING

## Paragraph 1

- |               |  |
|---------------|--|
| 1. phenomenon | a. A set of different things of the same general type.                           |
| 2. range      | b. A sly appearance or impression of something.                                  |
| 3. reaction   | c. An action or strategy carefully planned to achieve a specific result.         |
| 4. tactic     | d. Something done, felt, or thought in response to a situation or event.         |
| 5. illusion   | e. A fact or situation that we see, but its cause or explanation is in question. |
| 6. relying    | f. Get something by paying for it; buy.  |
| 7. purchase   | g. Being dependent on.   |

## Paragraph 2

- |                       |  |
|-----------------------|--|
| 8. resorted           | h. Choose to participate in something.   |
| 9. flagship           | i. Chose a course of action (especially an extreme or undesirable one) so as to resolve a difficult situation. |
| 10. bottom line       | j. Having the ability to create or design new things or to think originally.                                   |
| 11. absorb            | k. Assume that something is always there without thinking about it.  |
| 12. inventive         | l. The final total of an account or balance sheet; profit.   |
| 13. opt in            | m. Take up and reduce the effect or intensity of.  |
| 14. taken for granted | n. The best or most important thing owned or produced by a particular organization.                            |

# BEFORE READING / LISTENING

From <https://breakingnewsenglish.com/2204/220404-shrinkflation.html>

**1. TRUE / FALSE:** Read the headline. Guess if a-h below are true (T) or false (F).

1. The article says shrinkflation is in all countries in the world. **T / F**
2. Shrinkflation is in part due to rising raw material prices. **T / F**
3. Manufacturers are using illusionary tactics to cut costs. **T / F**
4. Most shoppers will buy shrunken goods as long as the price doesn't rise. **T / F**
5. The chocolate maker Cadbury has shrunk all its products by 10 per cent. **T / F**
6. The last time Cadbury cut the weight of its products was in 2012. **T / F**
7. Some hotels are not automatically giving guests traditional services. **T / F**
8. Other hotel services we take for granted are not being affected. **T / F**

**2. SYNONYM MATCH:** (The words in **bold** are from the news article.)

- |                              |                   |
|------------------------------|-------------------|
| 1. <b>range</b>              | a. deception      |
| 2. <b>reaction</b>           | b. to some degree |
| 3. <b>illusion</b>           | c. answer         |
| 4. <b>relying</b>            | d. incorporate    |
| 5. <b>purchase</b>           | e. turned         |
| 6. <b>resorted</b>           | f. expected       |
| 7. <b>absorb</b>             | g. variety        |
| 8. <b>slightly</b>           | h. creative       |
| 9. <b>inventive</b>          | i. depending      |
| 10. <b>taken for granted</b> | j. acquisition    |

**3. PHRASE MATCH:** (Sometimes more than one choice is possible.)

- |   |                          |
|---|--------------------------|
| 1. A new phenomenon is taking                   | a. even if it has shrunk |
| 2. It is in reaction to the rising prices       | b. line                  |
| 3. a cost-                                      | c. products              |
| 4. consumers are more sensitive                 | d. of raw materials      |
| 5. shoppers will still make a regular purchase, | e. from raising prices   |
| 6. one of its flagship                          | f. hold across the world |
| 7. maintain its bottom                          | g. wane                  |
| 8. We look to absorb                            | h. cutting strategy      |
| 9. being inventive to try to refrain            | i. to price              |
| 10. on the                                      | j. costs                 |

# GAP FILL

From <https://breakingnewsenglish.com/2204/220404-shrinkflation.html>

A new phenomenon is taking (1) \_\_\_\_\_ across the world - "shrinkflation". This is when companies reduce the size of their products or (2) \_\_\_\_\_ of services while maintaining prices. It is in reaction to the rising prices of raw materials needed in the production process. Another (3) \_\_\_\_\_ being used is to place smaller numbers of items in larger boxes, providing an (4) \_\_\_\_\_ to shoppers that they are getting more for their money. Shrinking the size of products is in (5) \_\_\_\_\_ a cost-cutting strategy. Manufacturers are (6) \_\_\_\_\_ on psychology here. They know that consumers are more (7) \_\_\_\_\_ to price than quantity or quality. Most shoppers will still make a regular (8) \_\_\_\_\_, even if it has shrunk, as long as the price has not risen.

*range*  
*purchase*  
*relying*  
*hold*  
*sensitive*  
*illusion*  
*tactic*  
*effect*

The chocolate bar maker Cadbury has (9) \_\_\_\_\_ to shrinking the size of one of its flagship products by 10 per cent to maintain its bottom line. A company spokesperson said: "We look to (10) \_\_\_\_\_ costs...in this difficult environment [so] we've had to make the decision to (11) \_\_\_\_\_ reduce the weight of [chocolate] bars for the first time since 2012, so that we can keep them (12) \_\_\_\_\_." The service industry is also being inventive to try to (13) \_\_\_\_\_ from raising prices. The hotel (14) \_\_\_\_\_ Hilton and Marriott have made daily housekeeping services "(15) \_\_\_\_\_ in". This means that guests must now request the cleaning of their room. Many other free services we have taken for granted are on the (16) \_\_\_\_\_ and being shrunk.

*refrain*  
*slightly*  
*chains*  
*resorted*  
*wane*  
*absorb*  
*opt*  
*competitive*

# LISTENING – Guess the answers. Listen to check.

From <https://breakingnewsenglish.com/2204/220404-shrinkflation.html>

- 1) This is when companies reduce the size of their products or \_\_\_\_\_...
  - a. derange of services
  - b. rage of services
  - c. range of services
  - d. grange of services
- 2) It is in reaction to the rising prices of raw materials needed in \_\_\_\_\_
  - a. the production prowess
  - b. the production progress
  - c. the production processed
  - d. the production process
- 3) is to place smaller numbers of items in larger boxes, providing an \_\_\_\_\_
  - a. illusion to shoppers
  - b. allusion to shoppers
  - c. delusion to shoppers
  - d. a luge on to shoppers
- 4) Shrinking the size of products is in effect a \_\_\_\_\_
  - a. cost-cutting strategy
  - b. cost-cutting strategic
  - c. cost-cutting strategise
  - d. cost-cutting strategies
- 5) Most shoppers will still make a regular purchase, even if \_\_\_\_\_
  - a. it has shrank
  - b. it has shrunk
  - c. it has shrink
  - d. it has shirk
- 6) The chocolate bar maker Cadbury has resorted to shrinking the size of one of \_\_\_\_\_
  - a. its frog-shaped products
  - b. its flogs lip products
  - c. its flagship products
  - d. its frogs lip products
- 7) A company spokesperson said: "We look \_\_\_\_\_"
  - a. to absorb coasts
  - b. to absorb costs
  - c. to absorb cots
  - d. to absorb cossets
- 8) in this difficult environment [so] we've had to make the decision to slightly \_\_\_\_\_
  - a. reduce the weighty
  - b. reduce the wait
  - c. reduce the whey
  - d. reduce the weight
- 9) The hotel chains Hilton and Marriott have made daily housekeeping \_\_\_\_\_
  - a. services "opting"
  - b. services "option"
  - c. services "op tin"
  - d. services "opt in"
- 10) Many other free services we have taken for granted are \_\_\_\_\_
  - a. on the vane
  - b. on the mane
  - c. on the bane
  - d. on the wane

# LISTENING – Listen and fill in the gaps

From <https://breakingnewsenglish.com/2204/220404-shrinkflation.html>

A new phenomenon is (1) \_\_\_\_\_ the world - "shrinkflation". This is when companies reduce the size of their products or range of services while maintaining prices. It is (2) \_\_\_\_\_ the rising prices of raw materials needed in the production process. Another tactic being used is to place smaller numbers of items in larger boxes, (3) \_\_\_\_\_ to shoppers that they are getting more for their money. Shrinking the size of products (4) \_\_\_\_\_ a cost-cutting strategy. Manufacturers are relying on psychology here. They know that consumers are more (5) \_\_\_\_\_ than quantity or quality. Most shoppers will still make (6) \_\_\_\_\_, even if it has shrunk, as long as the price has not risen.

The chocolate bar maker Cadbury has (7) \_\_\_\_\_ the size of one of its flagship products by 10 per cent to maintain its bottom line. A company spokesperson said: "We look (8) \_\_\_\_\_...in this difficult environment [so] we've had to make the decision (9) \_\_\_\_\_ the weight of [chocolate] bars for the first time since 2012, so that we can keep them competitive." The service industry is also (10) \_\_\_\_\_ try to refrain from raising prices. The hotel chains Hilton and Marriott have made daily housekeeping (11) \_\_\_\_\_. This means that guests must now request the cleaning of their room. Many other free services we have taken for granted are (12) \_\_\_\_\_ and being shrunk.



# COMPREHENSION QUESTIONS

From <https://breakingnewsenglish.com/2204/220404-shrinkflation.html>

1. What is taking hold across the world?
2. What are small numbers of items being put into?
3. What does the article say manufacturers are relying on?
4. What are we more sensitive to than the quality of goods and services?
5. What must happen for shoppers to continue making regular purchases?
6. What has Cadbury shrunk by 10 per cent?
7. What does Cadbury want to absorb?
8. What did Cadbury do in 2012?
9. What does the article say is trying to be inventive?
10. What does the article say we have taken for granted?

# MULTIPLE CHOICE - QUIZ

From <https://breakingnewsenglish.com/2204/220404-shrinkflation.html>

- 1) What is taking hold across the world?
  - a) phenomena
  - b) raw materials
  - c) shrinkflation
  - d) stagflation
- 2) What are small numbers of items being put into?
  - a) larger boxes
  - b) tactics
  - c) illusions
  - d) strategies
- 3) What does the article say manufacturers are relying on?
  - a) psychology
  - b) economic recovery
  - c) intuition
  - d) money
- 4) What are we more sensitive to than the quality of goods and services?
  - a) quantity
  - b) price
  - c) changes in the weather
  - d) quality
- 5) What must happen for shoppers to continue making regular purchases?
  - a) life
  - b) shops must open
  - c) consumer confidence
  - d) prices do not rise
- 6) What has Cadbury shrunk by 10 per cent?
  - a) the size of cocoa beans
  - b) its flagship product
  - c) the chocolate market
  - d) its profits
- 7) What does Cadbury want to absorb?
  - a) costs
  - b) heat
  - c) milk
  - d) taste
- 8) What did Cadbury do in 2012?
  - a) it launched a new product
  - b) it merged with a hotel chain
  - c) it reduced the weight of chocolate bars
  - d) it became competitive
- 9) What does the article say is trying to be inventive?
  - a) inventors
  - b) the chocolate market
  - c) guests
  - d) the service industry
- 10) What does the article say we have taken for granted?
  - a) free services
  - b) delicious chocolate
  - c) hotel beds
  - d) being on the wane

# ROLE PLAY

From <https://breakingnewsenglish.com/2204/220404-shrinkflation.html>

## **Role A – Chocolate Bars**

You think a chocolate bar is the thing you would least like to shrink. Tell the others three reasons why. Tell them seeing a shrinkage in their things would not be so bad. Also, tell the others which is the least bad of these (and why): hotels, French fries or airlines.

## **Role B – Hotels**

You think hotel services are the thing you would least like to shrink. Tell the others three reasons why. Tell them seeing a shrinkage in their things would not be so bad. Also, tell the others which is the least bad of these (and why): chocolate bars, French fries or airlines.

## **Role C – French Fries**

You think French fries are the thing you would least like to shrink. Tell the others three reasons why. Tell them seeing a shrinkage in their things would not be so bad. Also, tell the others which is the least bad of these (and why): hotels, chocolate bars or airlines.

## **Role D – Airlines**

You think airline services are the thing you would least like to shrink. Tell the others three reasons why. Tell them seeing a shrinkage in their things would not be so bad. Also, tell the others which is the least bad of these (and why): hotels, French fries or chocolate bars.

# AFTER READING / LISTENING

From <https://breakingnewsenglish.com/2204/220404-shrinkflation.html>

**1. WORD SEARCH:** Look in your dictionary / computer to find collocates, other meanings, information, synonyms ... for the words 'shrink' and 'inflation'.

<b>shrink</b>	<b>inflation</b>
---------------	------------------

- Share your findings with your partners.
- Make questions using the words you found.
- Ask your partner / group your questions.

**2. ARTICLE QUESTIONS:** Look back at the article and write down some questions you would like to ask the class about the text.

- Share your questions with other classmates / groups.
- Ask your partner / group your questions.

**3. GAP FILL:** In pairs / groups, compare your answers to this exercise. Check your answers. Talk about the words from the activity. Were they new, interesting, worth learning...?

**4. VOCABULARY:** Circle any words you do not understand. In groups, pool unknown words and use dictionaries to find their meanings.

**5. TEST EACH OTHER:** Look at the words below. With your partner, try to recall how they were used in the text:

<ul style="list-style-type: none"><li>• new</li><li>• maintaining</li><li>• tactic</li><li>• effect</li><li>• sensitive</li><li>• long</li></ul>	<ul style="list-style-type: none"><li>• flagship</li><li>• absorb</li><li>• slightly</li><li>• try</li><li>• means</li><li>• wane</li></ul>
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# SHRINKFLATION SURVEY

From <https://breakingnewsenglish.com/2204/220404-shrinkflation.html>

Write five GOOD questions about shrinkflation in the table. Do this in pairs. Each student must write the questions on his / her own paper. When you have finished, interview other students. Write down their answers.

	STUDENT 1 _____	STUDENT 2 _____	STUDENT 3 _____
Q.1.			
Q.2.			
Q.3.			
Q.4.			
Q.5.			

- Now return to your original partner and share and talk about what you found out. Change partners often.
- Make mini-presentations to other groups on your findings.

# SHRINKFLATION DISCUSSION

STUDENT A's QUESTIONS (Do not show these to student B)

1. What did you think when you read the headline?
2. What images are in your mind when you hear the word 'shrink'?
3. What do you know about shrinkflation?
4. Has shrinkflation affected you?
5. Would you prefer the same and pay more, or less at the same price?
6. Why are we experiencing shrinkflation?
7. How much smaller can things like chocolate bars be?
8. What do you think of a small number of things in a big box?
9. How price sensitive are you?
10. What advice do you have for manufacturers?

*'Shrinkflation' now widespread in goods and services – 4th April, 2022*  
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# SHRINKFLATION DISCUSSION

STUDENT B's QUESTIONS (Do not show these to student A)

11. Did you like reading this article? Why/not?
12. What do you think of when you hear the word 'inflation'?
13. What do you think about what you read?
14. What do you think about shrinkflation?
15. Do you think chocolate bars should be a standard size?
16. Do you feel duped by shrinking product sizes?
17. What do you think of opt-in services at hotels?
18. How could English schools shrink their products or services?
19. What hotel services do you take for granted?
20. What questions would you like to ask manufacturers?

## DISCUSSION (Write your own questions)

STUDENT A's QUESTIONS (Do not show these to student B)

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_

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## DISCUSSION (Write your own questions)

STUDENT B's QUESTIONS (Do not show these to student A)

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_

# LANGUAGE - CLOZE

From <https://breakingnewsenglish.com/2204/220404-shrinkflation.html>

A new (1) \_\_\_\_\_ is taking hold across the world - "shrinkflation". This is when companies reduce the size of their products or (2) \_\_\_\_\_ of services while maintaining prices. It is (3) \_\_\_\_\_ reaction to the rising prices of raw materials needed in the production process. Another tactic being used is to place smaller numbers of items in larger boxes, providing an (4) \_\_\_\_\_ to shoppers that they are getting more for their money. Shrinking the size of products is in effect a cost-cutting strategy. Manufacturers are (5) \_\_\_\_\_ on psychology here. They know that consumers are more sensitive to price than quantity or quality. Most shoppers will still make a regular purchase, even if it has (6) \_\_\_\_\_, as long as the price has not risen.

The chocolate bar maker Cadbury has (7) \_\_\_\_\_ to shrinking the size of one of its flagship products by 10 per cent to maintain its (8) \_\_\_\_\_ line. A company spokesperson said: "We look to absorb costs...in this difficult environment [so] we've had to make the decision to (9) \_\_\_\_\_ reduce the weight of [chocolate] bars for the first time since 2012, so that we can keep them competitive." The service industry is also being (10) \_\_\_\_\_ to try to refrain from raising prices. The hotel chains Hilton and Marriott have made daily housekeeping services "(11) \_\_\_\_\_ in". This means that guests must now request the cleaning of their room. Many other free services we have taken for granted are on the (12) \_\_\_\_\_ and being shrunk.

## Put the correct words from the table below in the above article.

- |     |              |                |               |                |
|-----|--------------|----------------|---------------|----------------|
| 1.  | (a) phenol   | (b) phenomenal | (c) phoneme   | (d) phenomenon |
| 2.  | (a) service  | (b) quantify   | (c) vast      | (d) range      |
| 3.  | (a) at       | (b) in         | (c) of        | (d) to         |
| 4.  | (a) elision  | (b) allusion   | (c) illusion  | (d) illustrate |
| 5.  | (a) relaying | (b) rely       | (c) relying   | (d) relay      |
| 6.  | (a) shrunk   | (b) shrank     | (c) shrink    | (d) shirk      |
| 7.  | (a) retorted | (b) resorted   | (c) reported  | (d) reputed    |
| 8.  | (a) bottom   | (b) top        | (c) middle    | (d) diagonal   |
| 9.  | (a) sleight  | (b) slightly   | (c) sprightly | (d) smitten    |
| 10. | (a) inverted | (b) invention  | (c) inventive | (d) inventory  |
| 11. | (a) upped    | (b) apt        | (c) opt       | (d) app        |
| 12. | (a) mane     | (b) bane       | (c) vane      | (d) wane       |



# SPELLING

From <https://breakingnewsenglish.com/2204/220404-shrinkflation.html>

## Paragraph 1

1. A new n\_pn\_nmeooeh
2. providing an u\_lin\_liso to shoppers
3. a cost-cutting g\_tryaets
4. Manufacturers are relying on y\_cogh\_olysp
5. consumers are more seevtiisn to price
6. make a regular schpareu

## Paragraph 2

7. one of its ifsgal\_p\_h products
8. We look to bsarbo costs
9. hilglsty reduce the weight
10. The service industry is also being tnenivvei
11. irraefn from raising prices
12. taken for deargnt

# PUT THE TEXT BACK TOGETHER

From <https://breakingnewsenglish.com/2204/220404-shrinkflation.html>

**Number these lines in the correct order.**

- ( ) of items in larger boxes, providing an illusion to shoppers that they are getting more for their
- ( **1** ) A new phenomenon is taking hold across the world - "shrinkflation". This is when companies reduce
- ( ) or quality. Most shoppers will still make a regular purchase, even if it has shrunk, as long as the price has not risen.
- ( ) materials needed in the production process. Another tactic being used is to place smaller numbers
- ( ) The chocolate bar maker Cadbury has resorted to shrinking the size of one of its flagship products by 10 per cent to
- ( ) the size of their products or range of services while maintaining prices. It is in reaction to the rising prices of raw
- ( ) on psychology here. They know that consumers are more sensitive to price than quantity
- ( ) their room. Many other free services we have taken for granted are on the wane and being shrunk.
- ( ) inventive to try to refrain from raising prices. The hotel chains Hilton and Marriott have made daily
- ( ) money. Shrinking the size of products is in effect a cost-cutting strategy. Manufacturers are relying
- ( ) since 2012, so that we can keep them competitive." The service industry is also being
- ( ) environment [so] we've had to make the decision to slightly reduce the weight of [chocolate] bars for the first time
- ( ) housekeeping services "opt in". This means that guests must now request the cleaning of
- ( ) maintain its bottom line. A company spokesperson said: "We look to absorb costs...in this difficult

# PUT THE WORDS IN THE RIGHT ORDER

From <https://breakingnewsenglish.com/2204/220404-shrinkflation.html>

1. phenomenon taking is the world . hold across A
2. reduce Companies of services . the products size and
3. reaction prices . to in is the rising It
4. quantity . Consumers sensitive to more price than are
5. a will Most make still shoppers purchase . regular
6. the one size Shrinking its products . of of
7. environment . this look We to in costs absorb
8. being industry is The inventive . service also
9. cleaning of the room . Guests request their must
10. for granted . services free have Many taken we

# CIRCLE THE CORRECT WORD (20 PAIRS)

From <https://breakingnewsenglish.com/2204/220404-shrinkflation.html>

A new phenomenon is taking *holding / hold* across the world - "shrinkflation". This is when companies reduce the *seize / size* of their products or range of services while maintaining prices. It is *in / on* reaction to the rising prices of raw materials needed *in / on* the production process. Another tactic being used is to place smaller *number / numbers* of items in larger boxes, providing an *illicit / illusion* to shoppers that they are getting more for their money. Shrinking the size of products is in *affect / effect* a cost-cutting strategy. Manufacturers are *relying / relaying* on psychology here. They know that consumers are more sensitive to price than *quantify / quantity* or quality. Most shoppers will still make a regular purchase, even if it has shrunk, as long as the price has not *risen / arisen*.

The chocolate bar maker Cadbury has *resorted / resorting* to shrinking the size of one of its flagship *products / produce* by 10 per cent to maintain its bottom line. A company spokesperson said: "We look *to / for* absorb costs...in this difficult environment [so] we've had to make the *decisive / decision* to slightly reduce the weight of [chocolate] bars for the first time since 2012, so that we can keep *them / it* competitive." The service industry is also *being / been* inventive to try to refrain *for / from* raising prices. The hotel chains Hilton and Marriott have made daily housekeeping services "*opt in / opt out*". This means that guests must now request the cleaning of their room. Many other free services we have *taken / given* for granted are on the wane and being *shrunk / shrank*.

**Talk about the connection between each pair of words in italics, and why the correct word is correct.**

# INSERT THE VOWELS (a, e, i, o, u)

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\_ n\_w ph\_n\_m\_n\_n \_s t\_k\_ng h\_ld \_cr\_ss th\_ w\_rld -  
"shr\_nkfl\_t\_n". Th\_s \_s wh\_n c\_m\_p\_n\_\_s r\_d\_c\_ th\_  
s\_z\_ \_f th\_\_r pr\_d\_cts \_r r\_ng\_ \_f s\_rv\_c\_s wh\_l\_  
m\_\_nt\_\_n\_ng pr\_c\_s. \_t \_s \_n r\_\_ct\_\_n t\_ th\_ r\_s\_ng  
pr\_c\_s \_f r\_w m\_t\_r\_\_ls n\_\_d\_d \_n th\_ pr\_d\_ct\_\_n  
pr\_c\_ss. \_n\_th\_r t\_ct\_c b\_\_ng \_s\_d \_s t\_ pl\_c\_ sm\_ll\_r  
n\_mb\_rs \_f \_t\_ms \_n l\_rg\_r b\_x\_s, pr\_v\_d\_ng \_n  
\_ll\_s\_\_n t\_ sh\_pp\_rs th\_t th\_y \_r\_ g\_tt\_ng m\_r\_ fr  
th\_\_r m\_n\_y. Shrnk\_ng th\_ s\_z\_ \_f pr\_d\_cts \_s \_n  
\_ff\_ct \_ c\_st-c\_tt\_ng str\_t\_gy. M\_n\_f\_ct\_r\_rs \_r\_  
r\_ly\_ng \_n psych\_l\_gy h\_r\_. Th\_y kn\_w th\_t c\_n\_s\_m\_rs  
\_r\_ m\_r\_ s\_n\_s\_t\_v\_ t\_ pr\_c\_ th\_n q\_\_nt\_ty \_r q\_\_l\_ty.  
M\_st sh\_pp\_rs w\_ll st\_ll m\_k\_ \_ r\_g\_l\_r p\_rch\_s\_,  
\_v\_n \_f \_t h\_s shrnk, \_s l\_ng \_s th\_ pr\_c\_ h\_s n\_t  
r\_s\_n.

Th\_ ch\_c\_l\_t\_ b\_r m\_k\_r C\_db\_ry h\_s r\_s\_rt\_d t\_  
shrnk\_ng th\_ s\_z\_ \_f \_n\_ \_f\_ts fl\_gsh\_p pr\_d\_cts by  
10 p\_r c\_nt t\_ m\_\_nt\_\_n \_ts b\_tt\_m l\_n\_. \_ c\_m\_p\_ny  
sp\_k\_sp\_rs\_n s\_\_d: "W\_ l\_\_k t\_ \_bs\_rb c\_sts...\_n th\_s  
d\_ff\_c\_lt \_nv\_r\_nm\_nt [s\_] w\_'v\_ h\_d t\_ m\_k\_ th\_  
d\_c\_s\_\_n t\_ sl\_ghtly r\_d\_c\_ th\_ w\_\_ght \_f [ch\_c\_l\_t\_]  
b\_rs fr th\_ frst t\_m\_ s\_nc\_ 2012, s\_ th\_t w\_ c\_n  
k\_\_p th\_m c\_m\_p\_t\_t\_v\_." Th\_ s\_rv\_c\_ \_nd\_stry \_s \_ls\_  
b\_\_ng \_nv\_nt\_v\_ t\_ try t\_ r\_fr\_\_n fr\_m r\_\_s\_ng  
pr\_c\_s. Th\_ h\_t\_l ch\_\_ns H\_lt\_n \_nd M\_rr\_\_tt h\_v\_  
m\_d\_ d\_\_ly h\_\_s\_k\_\_p\_ng s\_rv\_c\_s "\_pt \_n". Th\_s  
m\_\_ns th\_t g\_\_sts m\_st n\_w r\_q\_\_st th\_ cl\_\_n\_ng \_f  
th\_\_r r\_\_m. M\_ny \_th\_r fr\_\_ s\_rv\_c\_s w\_ h\_v\_ t\_k\_n  
fr gr\_nt\_d \_r\_ \_n th\_ w\_n\_ \_nd b\_\_ng shrnk.

# PUNCTUATE THE TEXT AND ADD CAPITALS

From <https://breakingnewsenglish.com/2204/220404-shrinkflation.html>

a new phenomenon is taking hold across the world shrinkflation this is when companies reduce the size of their products or range of services while maintaining prices it is in reaction to the rising prices of raw materials needed in the production process another tactic being used is to place smaller numbers of items in larger boxes providing an illusion to shoppers that they are getting more for their money shrinking the size of products is in effect a costcutting strategy manufacturers are relying on psychology here they know that consumers are more sensitive to price than quantity or quality most shoppers will still make a regular purchase even if it has shrunk as long as the price has not risen

the chocolate bar maker cadbury has resorted to shrinking the size of one of its flagship products by 10 per cent to maintain its bottom line a company spokesperson said we look to absorb costs in this difficult environment so weve had to make the decision to slightly reduce the weight of chocolate bars for the first time since 2012 so that we can keep them competitive the service industry is also being inventive to try to refrain from raising prices the hotel chains hilton and marriott have made daily housekeeping services opt in this means that guests must now request the cleaning of their room many other free services we have taken for granted are on the wane and being shrunk

# PUT A SLASH ( / ) WHERE THE SPACES ARE

From <https://breakingnewsenglish.com/2204/220404-shrinkflation.html>

A new phenomenon is taking hold across the world - "shrinkflation". This is when companies reduce the size of their products or range of services while maintaining prices. It is in reaction to the rising prices of raw materials needed in the production process. Another tactic being used is to place smaller numbers of items in larger boxes, providing an illusion to shoppers that they are getting more for their money. Shrinking the size of products is in effect a cost-cutting strategy. Manufacturers are relying on psychology here. They know that consumers are more sensitive to price than quantity or quality. Most shoppers will still make a regular purchase, even if it has shrunk, as long as the price has not risen. The chocolate bar maker Cadbury has resorted to shrinking the size of one of its flagship products by 10 percent to maintain its bottom line. A company spokesperson said: "We look to absorb costs... in this difficult environment [so] we've had to make the decision to slightly reduce the weight of [chocolate] bars for the first time since 2012, so that we can keep them competitive." The service industry is also being inventive to try to refrain from raising prices. The hotel chains Hilton and Marriott have made daily housekeeping services "optional". This means that guests must now request the cleaning of their room. Many other free services we have taken for granted are on the wane and being shrunk.







# HOMEWORK

**1. VOCABULARY EXTENSION:** Choose several of the words from the text. Use a dictionary or Google's search field (or another search engine) to build up more associations / collocations of each word.

**2. INTERNET:** Search the Internet and find out more about this news story. Share what you discover with your partner(s) in the next lesson.

**3. SHRINKFLATION:** Make a poster about shrinkflation. Show your work to your classmates in the next lesson. Did you all have similar things?

**4. SHRUNK PRODUCTS:** Write a magazine article about not shrinking products. Include imaginary interviews with people who are for and against this.

Read what you wrote to your classmates in the next lesson. Write down any new words and expressions you hear from your partner(s).

**5. WHAT HAPPENED NEXT?** Write a newspaper article about the next stage in this news story. Read what you wrote to your classmates in the next lesson. Give each other feedback on your articles.

**6. LETTER:** Write a letter to an expert on shrinkflation. Ask him/her three questions about it. Give him/her three of your opinions on it. Read your letter to your partner(s) in your next lesson. Your partner(s) will answer your questions.

# ANSWERS

## VOCABULARY (p.4)

1. e    2. a    3. d    4. c    5. b    6. g    7. f  
8. i    9. n    10. l    11. m    12. j    13. h    14. k

## TRUE / FALSE (p.5)

- 1 F    2 T    3 T    4 T    5 F    6 T    7 T    8 F

## SYNONYM MATCH (p.5)

1. g	2. c	3. a	4. i	5. j
6. e	7. d	8. b	9. h	10. f

## COMPREHENSION QUESTIONS (p.9)

- Shrinkflation
- Larger boxes
- Psychology
- Price
- Prices do not rise
- Its flagship product
- Costs
- Reduce the weight of chocolate bars
- The service industry
- Free services

## WORDS IN THE RIGHT ORDER (p.19)

- A phenomenon is taking hold across the world.
- Companies reduce the size of products and services.
- It is in reaction to the rising prices.
- Consumers are more sensitive to price than quantity.
- Most shoppers will still make a regular purchase.
- Shrinking the size of one of its products.
- We look to absorb costs in this environment.
- The service industry is also being inventive.
- Guests must request the cleaning of their room.
- Many free services we have taken for granted.

## MULTIPLE CHOICE - QUIZ (p.10)

1. c    2. a    3. a    4. b    5. d    6. b    7. a    8. c    9. d    10. a

## ALL OTHER EXERCISES

Please check for yourself by looking at the Article on page 2.  
(It's good for your English ;-)