

Choconomics 巧克力热销

英语学习点: *Chocolate Vocabulary* 与巧克力和口味相关的词语

Confectionery manufacturers must be marvelling at their chocolate box balance sheets in the middle of the economic downturn. That's because sales of chocolate products are up.

Chocoholics have pushed one UK company's profits up 25%. In Syria, one of the largest producers has increased sales over the past six years from 150 packs a day to more than a million.



Why is chocolate recession-resistant?

Analyst Marcia Mogelonsky from Mintel said: "Unlike a lot of other foodstuffs chocolate is somewhat recession-resistant. Consumers will turn to chocolate as a reward or a treat."

The scrumptious and widely-available snack has come a long way from its origins in the jungles of Central and South America. The seeds of the cocoa tree fruit were used by the Mayan and Aztec civilisations as currency.

Then, the cocoa beans were used to produce a spicy, rather bitter drink for special occasions. The beverage reached Europe thanks to the Spanish adventurer Hernan Cortés and landed on the tables of kings and queens.

The first chocolate bars didn't have the yummy, velvety taste they have today. In the 1840s, they were a coarse mixture of cocoa powder and sugar with a little of the melted cocoa butter extracted from the beans.

Choccy bars, biscuits and drinks that satisfy even the most sweet-toothed consumer are within the reach of most people. But there are those who can't resist a little extravagance. This week, British businessman Carl Weininger tucked into a £22,000 (218,000 yuan) chocolate-laced pudding that included champagne jelly and edible gold leaf. It was eaten with a gold spoon set with diamonds.

词汇表请参看答案与词汇部分

Quiz 测验

阅读短文并回答问题。

1. Is this statement true, false or not given? *Chocolate sales across the Middle East are up.*
2. How do consumers see chocolate, according to an analyst quoted in the article?
3. Has chocolate always tasted sweet?
4. Look at the article. What expressions refer directly to cocoa?
5. Look at the article. What phrasal verb is used to mean to eat something with eagerness?

Exercise 练习

请你在不参考课文的情况下完成下列练习。从每个表格中选择一个意思合适的单词填入句子的空格处。

1. I made a pudding the other day and I _____ it with sherry.

tied	fastened	painted	laced
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2. A severe drought in the Horn of Africa caused many communities to lack basic _____, such as bread and milk.

earmuffs	foodstuffs	rebuffs	handcuffs
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3. If you want to know what companies to invest in, you should look at their _____.

swing sheets	money sheets	balance sheets	white sheets
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4. Parents should keep an eye on their sweet-_____ children and make sure they do plenty of exercise to prevent obesity.

toothed cheeked	tongued	mouthed
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5. I'm tired of the city life. When I retire I want to live in a chocolate_____ village!

house	box	taste	yummy
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Answers and Glossary 答案与词汇

Quiz 小测验

1. Is this statement true, false or not given? *Chocolate sales across the Middle East are up. It is not given. The article gives only one example in the region: a company in Syria.*
2. How do consumers see chocolate, according to an analyst quoted in the article? A reward or a treat.
3. Has chocolate always tasted sweet? No. As a beverage it was spicy and bitter and the first chocolate bars were a coarse mixture of ingredients.
4. Look at the article. What expressions refer directly to cocoa? Cocoa tree, cocoa beans, cocoa powder and cocoa butter.
5. Look at the article. What phrasal verb is used to mean to eat something with eagerness? To tuck into.

Exercise 练习

1. I made a pudding the other day and I laced it with sherry.
2. A severe drought in the Horn of Africa caused many communities to lack basic foodstuffs, such as bread and milk.
3. If you want to know what companies to invest in, you should look at their balance sheets.
2. Parents should keep an eye on their sweet-toothed children and make sure they do plenty of exercise to prevent obesity.
5. I'm tired of the city life. When I retire I want to live in a chocolate box village!

Glossary 词汇表

a confectionery manufacturer 糖果厂商	chocolate box 巧克力盒，引申义：什么东西好得令人难以置信
a chocoholic 对巧克力上瘾的人	a foodstuff 一种食品
a reward 奖励	a treat 奖励，犒劳
scrumptious 令人垂涎的，可口的	a cocoa tree 可可树
a cocoa bean 可可豆	spicy 味道浓厚的，辛辣的
bitter 带苦味的	beverage 饮料
yummy 可口好吃的	velvety taste 吃上滑润的，入口就融化的
coarse 粗糙的	cocoa powder 可可粉
cocoa butter 可可油	choccy 巧克力的一种简称
sweet-toothed 喜欢甜食的人	to tuck into something 猛吃
chocolate-laced 含有巧克力的	edible 可吃的