

No meat, but two veg 素食麦当劳

Vocabulary: eating habits 饮食习惯

Successful businesses adopt the philosophy that **the customer is always right** and McDonald's, famous for serving hamburgers, hasn't ignored that. So much so that it is opening, next year, its first totally **vegetarian** restaurant in India.

About 40% of **households** in the country are vegetarian, according to the Food and Agriculture Organization of the UN, and the company, the world's second biggest food **outlet**, wants **to beef up** its operation.



"We just have 271 restaurants in India and across the world we have nearly 33,000", said Rajesh Kumar Maini, a spokesman for the **fast food** chain in northern India.

Hindus see cows as sacred and abstain from eating beef, while Muslims view pigs as unclean and avoid pork. Since it decided to enter the market, McDonald's has tried not to risk ending up **with egg on its face**. The chain's Indian menu has some **meat-free dishes** and some that include chicken.

Vegetarianism has been around for centuries. According to the Vegetarian Society in Britain, the Greek philosopher and mathematician Pythagoras **favoured** the practice due to concerns about cruelty to animals. He also thought it could be a healthier **lifestyle** as it prevented men from being violent. Nowadays, the pressure on natural resources from **rearing animals** has been turning environmentally-conscious people into **veggies**.

Some people are even stricter about eating animal products than vegetarians. They are known as **vegans** and they do not eat **dairy** products and eggs either.

But some experts **frown upon** the idea of a meat-free diet. Dr Elizabeth Weichselbaum, a **nutritional** scientist at the British Nutrition Foundation, says meat is an important source of a number of nutrients in our diet, including high quality **protein, iron, zinc, selenium**, vitamin D and some B vitamins.

"It can make an important contribution to a healthy and **balanced diet**. Meat and other protein sources, including eggs, beans and nuts, should be eaten in moderate amounts."

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. Why has McDonald's decided to offer meat-free dishes in India?
2. According to the article, which group of people abstains from eating pigs?
3. Is the following statement true, false or not given? *Some people, concerned about the over use of natural resources, have decided to become vegetarian.*
4. What expressions in the article include the name of a type of food but have a meaning that's nothing to do with food?
5. What phrasal verb used in the article means to disapprove of something?

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. Some doctors blame widespread obesity on the increasing consumption of _____ food.

quick	brief	short	fast
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2. Ann grew up in the countryside. Her parents had a _____ farm.

dairy	milky	daily	balanced
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3. I took the faulty TV I bought last week back to the shop and they exchanged it for a new one. The manager was very helpful and said that the _____ is always right.

household	vegan	outlet	customer
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4. I can't live without having a good steak for lunch! I don't know how _____ can survive without meat!

veggies	customers	households	environmentally-conscious
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5. Vegans are very strict about their eating habits. They only eat meat-_____ meals.

full	food	nutrient	free
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Answers and Glossary 答案与词汇

Quiz 小测验

1. Why has McDonald's decided to offer meat-free dishes in India? Because about 40% of the households in India are vegetarian.
2. According to the article, which group of people abstains from eating pigs? Muslims, because they consider pigs to be unclean.
3. Is the following statement true, false or not given? *Some people, concerned about the over use of natural resources, have decided to become vegetarian.* True.
4. What expressions in the article include the name of a type of food but have a meaning that's nothing to do with food? 'To beef up' and 'with egg on its face'.
5. What phrasal verb used in the article means to disapprove of something? To frown upon (something).

Exercise 练习

1. Some doctors blame widespread obesity on the increasing consumption of fast food.
2. Ann grew up in the countryside. Her parents had a dairy farm.
3. I took the faulty TV I bought last week back to the shop and they exchanged it for a new one. The manager was very helpful and said that the customer is always right.
4. I can't live without having a good steak for lunch! I don't know how veggies can survive without meat!
5. Vegans are very strict about their eating habits. They only eat meat-free meals.

Glossary 词汇表

the customer is always right	顾客永远是对的
vegetarian	素食的
household	家庭，人家
outlet	销售点
to beef up	加强
fast food	快餐
with egg on (someone's) face	（比喻）非常难堪，丢脸
meat-free dish	无肉的菜肴
vegetarianism	素食主义
to favour	赞同，倾向于
lifestyle	生活方式
to rear animals	饲养动物
veggie	（俚语）素食主义者
vegan	绝对素食主义者
dairy	奶制品
to frown upon	不赞同
nutritional	营养
protein	蛋白质
iron	铁
zinc	锌
selenium	硒
balanced diet	均衡的饮食