

Food for the digital age 数码时代食物

Vocabulary: Food 词汇: 食品

Do you shop for **groceries** online and have them delivered to your door? Well, this might be just the start of a digital revolution in food.

How about **tattooed** fruit, ice cubes which send text messages, and wine from the bottom of the ocean?

All these things are **on the horizon**, according to global innovation research firm Stylus.



Will food stickers be a thing of the past?

They say stickers and **wasteful packaging** on fruit could be replaced by **edible** tattoos. These would be applied "directly to the skin of the fruit without actually damaging skin cells," according to Stylus's senior vice-president of content, Tessa Mansfield.

Our kitchens are changing rapidly too, and some companies are **cooking up a menu** of technological advances. For instance, there's a **smart** knife which can analyse the **freshness** of food and any bacteria present as it is being used.

Innovative ways to **monitor** what we consume are always being developed. Mandy Saven, Stylus's head of food, beverage and hospitality, says new digital ice cubes send a text message to a friend if you drink too much alcohol.

Indeed, some companies are helping consumers stay healthy and make **environmentally-friendly** choices. Dutch firm Bilder and De Clercq sells food organised by **recipe**, which helps customers avoiding waste by buying too much.

This makes the **retailer** more than just a supplier of food – it becomes "a kind of food **consultant** to a shopper", says Tessa Mansfield.

For the **discerning** drinker, the future holds another new experience. How would you like to try 'ocean-aged wine'? This is wine which has been sunk to the bottom of the ocean to help it mature before you **savour** it.

I find all these innovations exciting. What about you? Are you happy to step across the new **frontier** of food?

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. What can be avoided if fruit is tattooed?
2. Can these fruit tattoos be eaten?
3. What would a digital ice cube tell your friend?
4. What new thing is the company in the Netherlands offering?
5. Which word is used to indicate that something does more than its basic function?

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. Mary likes to include _____ flowers in her salad. She loves the taste of dandelion.

tattoo	wasteful	discerning	edible
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2. If the _____ of vegetables is important to you, you should go to the farmer's market in the town centre.

smart	freshness	tattoo	wasteful
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3. Mrs Jones doesn't buy her dresses in the first shop she sees. She is a very _____ customer and only buys the best.

wasteful	savoury	discerning	modern
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4. When you want to learn about a subject you don't know much about, you look for a _____.

head of hospitality	consultant	shopper	vice-president
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5. When I grow up, I want to be a rock star and have _____ on my back. I hope it doesn't hurt.

an appetite	a tattoo	a 3D printer	digital ice cubes
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Answers and Glossary 答案与词汇

Quiz 小测验

1. What can be avoided if fruit is tattooed? **The need for stickers and wasteful packaging.**
2. Can these fruit tattoos be eaten? **Yes, they are edible.**
3. What would a digital ice cube tell your friend? **That you had drunk too much alcohol.**
4. What new thing is the company in the Netherlands offering? **Dutch firm Bilder and De Clercq sells food organised by recipe.**
5. Which word is used to indicate that something does more than its basic function? **Smart.**

Exercise 练习

1. Mary likes to include **edible** flowers in her salad. She loves the taste of dandelion.
2. If the **freshness** of vegetables is important to you, you should go to the farmer's market in the town centre.
3. Mrs Jones doesn't buy her dresses in the first shop she sees. She is a very **discerning** customer and only buys the best.
4. When you want to learn about a subject you don't know much about, you look for a **consultant**.
5. When I grow up, I want to be a rock star and have **a tattoo** on my back. I hope it doesn't hurt.

Glossary 词汇表

groceries	食品杂货
tattooed	带有纹身的
on the horizon	即将实现的
wasteful	浪费的
packaging	包装
edible	可食用的
cooking up	炮制
menu	菜单
smart	智能的
freshness	新鲜度
monitor	监督，观察
environmentally-friendly	环保的
recipe	食谱
retailer	零售商
consultant	顾问
discerning	有识别力的，有见识的
savour	细细品味
frontier	前沿