

Starting up

- More people are choosing not to eat meat. Why?
- What do you think of meat-free burgers? Have you tried one?

Vocabulary 1 – new retail business

Match the words (1–6) with the best meaning (a–g). Use your dictionary if necessary.

- 1 This outlet is part of a **chain** of ten shops.
- 2 Ms Bisset manages the **franchise** in Brussels.
- 3 My company invested €100,000 in the **venture**.
- 4 The **hospitality company** welcomes guests in six countries.
- 5 They paid an **undisclosed amount**, so we don't know what the business is worth.
- 6 It's a **torrid time** for starting a new business.

- a new business activity
- group of shops that are owned or managed by the same company
- unknown quantity
- firm that operates hotels and restaurants
- difficult period
- shop that has permission to sell a certain brand

Reading 1

Read through the article quickly. Are the sentences true (T) or false (F)?

- 1 Lewis Hamilton is investing in a new business.
- 2 Some of the food on Neat Burger's menu will be free.
- 3 The restaurant will offer a variety of types of meat.
- 4 Neat Burger aims to help the environment.

Lewis Hamilton backs meat-free burger chain

Formula One racing driver Lewis Hamilton is among the investors in a new restaurant group that aims to be the world's first ¹**plant-based** burger chain.

Neat Burger will open its first outlet near London's Regent Street next week and plans to expand to 14 franchises globally over the next two years. It will target all diners, not just ²**non-meat eaters**.

Mr Hamilton, who became a ³**vegan** in 2017, has invested an undisclosed amount in the venture, which is headed by hospitality company The Cream Group and has also been backed by Italian investor Tommaso Chiabra.

"As someone who follows a plant-based diet, I believe we need a healthier high street option that tastes amazing, but also offers something exciting to those who want to be ⁴**meat-free** every now and again," Mr Hamilton said.

The burgers will be made using a meat substitute from the US-based Beyond Meat, whose shares have soared from \$25 at its float in May to about \$165 now, giving it a market value of roughly \$10bn.

Neat Burger will serve a variety of ⁵**eco-friendly** food and drink products, including ⁶**dairy-free** milkshakes and Jaden Smith's Just Water.

The launch comes at a torrid time for the UK casual dining sector but the group aims to benefit from the rising popularity of non-meat diets and meat alternative products.

Between 2014 and 2018, the number of vegans in the UK quadrupled and now one in four UK evening meals contain no meat or fish, according to research by Kantar Worldpanel. In the US, annual sales of plant-based meat have hit \$800m and some analysts, including at Barclays, have predicted the global market for plant-based meat could be worth as much as \$100bn in 15 years.

Concern about the ⁷**environmental impact** of meat, especially among younger consumers, alongside longer-standing worries about health and animal welfare, have propelled the rise.

Mr Chiabra said the meat industry was the biggest contributor to ⁸**greenhouse emissions**, adding: "Neat Burger aims to disrupt the ⁹**non-sustainable** food industry and become a force for good."



© The Financial Times Limited. All Rights Reserved.

Vocabulary 2 – plant-based foods

Match the correct meaning with the bold words in the article.

- a a person who doesn't eat any animal products at all, including milk and eggs
- b the effect of an action or activity on the natural world
- c made from living things with leaves and roots
- d unable to continue without damaging the environment
- e people who don't eat animals
- f pollution that causes global warming
- g not using or containing meat
- h not harming the environment
- i not containing milk

Reading 2

Choose the best answer to each question.

- 1 Who is Neat Burger going to target?
 - a) mainly vegans
 - b) mainly meat-eaters
 - c) everyone
- 2 Which does Hamilton *not* mention as a feature of meat-free burgers?
 - a) inexpensive
 - b) healthy
 - c) great taste
- 3 What has increased in value this year?
 - a) animal-based meat
 - b) Beyond Meat
 - c) Neat Burger
- 4 What drinks will Neat Burger serve?
 - a) only water
 - b) several types of milk
 - c) ones without milk
- 5 What does the article say about evening meals in the UK?
 - a) a quarter are vegan
 - b) 25% are now meat-free
 - c) people are spending more on food
- 6 According to the article, what problem does eating meat contribute to?
 - a) global heating
 - b) a weak economy
 - c) unhealthy children

Grammar – future forms

Choose the correct form.

- 1 The burgers are delicious. I think they're *going to be* / *being* very popular.
- 2 A We forgot to order drinks.
B *I'll* / *I'm going to* get them. What would you like?
- 3 I've made an appointment with our bread supplier. We're *going to meet* / *meeting* at 9:00 tomorrow.
- 4 Our meeting this afternoon *starts* / *is starting* at three o'clock.
- 5 Over the next two years, Neat Burger *is making* / *will make* plant-based burgers more popular.
- 6 Plant-based diets are becoming more popular. I'm sure the chain is *going to make* / *making* a lot of money in the next few years.
- 7 The burgers are entirely plant-based. They're not *going to have* / *having* any meat at all in them.
- 8 The restaurant *is going to close* / *doesn't close* until midnight tonight, because it's Saturday night.
- 9 I don't want to wait in line. I'm *going to get* / *getting* to the restaurant at 11:45, before the lunch rush.
- 10 A Have you phoned Alex?
B No. *I'll do* / *I'm doing* it right after the meeting.
- 11 Are you *going to serve* / *serving* meat-free burgers at the office party next week?
- 12 The event next week *will involve* / *is involving* a lot of careful planning.

Further discussion

Reducing meat consumption is one way to try to protect the environment. What other changes to society, business, transport, food, and so on are you aware of? What are the challenges of making these changes? (For example, people enjoy eating meat and don't want to stop.)

Group work

Work together to answer these questions.

- 1 The meat industry is described as non-sustainable. Why?
- 2 Lewis Hamilton wants to offer something for people "who want to be meat-free every now and again." Do you think meat-eaters will occasionally choose a meat-free burger? Why or why not?
- 3 "Just Water" is plain water packaged in a plant-and-paper-based, recyclable container. It is designed to reduce plastic waste. What other ways are businesses and consumers reducing plastic waste?

ANSWER KEY**Starting up**

- People are choosing a meat-free diet because science shows that the meat industry contributes to global heating. Some people choose a meat-free diet because they don't want to hurt animals.
- Students' own answers.

Vocabulary 1

- | | |
|-----|-----|
| 1 b | 4 d |
| 2 f | 5 c |
| 3 a | 6 e |

Reading 1

- | | |
|-----|-----|
| 1 T | 3 F |
| 2 F | 4 T |

Vocabulary 2

- | | |
|-----|-----|
| 1 c | 6 i |
| 2 e | 7 b |
| 3 a | 8 f |
| 4 g | 9 d |
| 5 h | |

Reading 2

- | | |
|-----|-----|
| 1 c | 4 c |
| 2 a | 5 b |
| 3 b | 6 a |

Grammar

- | | |
|-----------------|-----------------|
| 1 going to be | 7 going to have |
| 2 I'll | 8 doesn't close |
| 3 meeting | 9 getting |
| 4 starts | 10 I'll do |
| 5 will make | 11 serving |
| 6 going to make | 12 will involve |

Further discussion

Electric cars; improved public transport; changes in laws to reduce pollution; businesses charging people for plastic bags; people avoiding disposable cups etc. and bringing their own; improved energy efficiency in light bulbs, appliances, etc.; car sharing; 'buy local' movements; staying closer to home for holidays; improved insulation in homes; avoidance of air travel.

Group work (possible answers)

- 1 Deforestation: forests are cut down to make room for raising animals. Water consumption: animals require a lot of water, and raising food for them requires a lot of water. Inefficiency: it takes a lot more energy to raise animals for meat than to grow plants for food. And others (check online).
- 2 Students' own answers. It's possible that people will begin reducing meat intake rather than becoming completely vegetarian. This sort of meat-free option may help encourage that.
- 3 Making plastic bags illegal; using more re-usable packaging; making products such as straws from paper rather than plastic. And others (check online).

Articles sourced from the Financial Times have been referenced with the FT logo. These articles remain the Copyright of the Financial Times Limited and were originally published in 2019. All Rights Reserved. FT and 'Financial Times' are trademarks of The Financial Times Ltd. Pearson ELT is responsible for providing any translation or adaptation of the original articles.

With a worldwide network of highly respected journalists, the Financial Times provides global business news, insightful opinion and expert analysis of business, finance and politics. With over 500 journalists reporting from 50 countries worldwide, our in-depth coverage of international news is objectively reported and analysed from an independent, global perspective.

For more information: <http://membership.ft.com/pearsonoffer/>