
词汇: *ice cream* 冰淇淋

Is there anything nicer than a cooling ice cream on a hot summer's day? This traditional **treat** is centuries old, but our **tastes** and consumer habits are **evolving**. How is the ice cream **production process** changing, and who is **driving** this change?

Making ice cream is a time-consuming process. While the recipe is simple – milk, sugar and fat, plus **flavours** and colours – ice cream has a **complex** chemistry. **Getting the balance right** between ice, fat and air is important if the ice cream is to have the right **texture**. To achieve this, the ingredients need to be mixed and heated, then cooled and frozen – a process that takes time and uses a lot of energy. Designers and engineers are working to improve the production process with new specialised equipment to make it **increasingly automated**. For now, however, even with the help of robots and 3D printers, it can take up to two years from testing a new **frozen dessert** product to it being available to consumers.

And demand is only going up. According to the food packaging company Tetra Pak, more than 25 billion litres of ice cream were eaten worldwide in 2021. While the US and China are the biggest consumers, data from NielsenIQ shows that people in the UK bought 28% more ice cream during the UK's record-breaking summer compared to a year earlier. Clearly, rising temperatures can explain why some people are buying more ice cream, but it's not the only explanation. The pandemic has seen people reaching for pleasures they can enjoy at home, which include eating **indulgent** foods. And worries about the cost-of-living crisis could have a similar effect, as even a **premium** ice cream is an **affordable** treat.

So, what new things can we expect **on a stick** or **in a cone**? Consumers of all ages buy ice cream, but it is millennial consumers who are driving interest in more original flavours, including spices. **Dairy** still dominates, but **plant-based ice cream, sorbets** and low-calorie choices are a growing part of the frozen dessert market. But, according to Elsebeth Baungaard, portfolio manager at Tetra Pak, the next **global trend** will be less about innovation and more about **portion size**. "I'm sorry to say it's simply **shrinking**", she says. "But the quality will be higher."

词汇表

treat	美食，享受
taste	口味
evolve	变化，演变
production process	生产过程
drive (a change)	推动（变化）
flavour	口味
complex	复杂的
get the balance right	把握好...的平衡
texture	口感
increasingly automated	越来越自动化
frozen dessert	冷冻甜品
indulgent	作为一种享受的
premium	优质的，顶级的
affordable	买得起的
on a stick	在棍子上的
in a cone	在锥形蛋筒里的
dairy	乳品
plant-based ice cream	植物基冰淇淋
sorbet	冰糕，雪糕
global trend	全球趋势
portion size	份量
shrink	变小，缩小

测验与练习

1. 阅读课文并回答问题。

1. How do you get the right texture in ice cream?
2. How long can it take to create a new ice cream?
3. True or False? *Rising temperatures are the only reason people are buying more ice cream.*
4. What new flavours and ingredients can we expect in the future?
5. True or False? *The next global trend in ice cream will be smaller portion sizes.*

2. 选择意思恰当的单词或词组来完成下列句子。

1. When we were children, we were allowed one biscuit as a _____ after dinner.

treat	dairy	indulgent	premium
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2. My tastes have _____ over time. I prefer salty snacks to sweet treats now.

consumer habits	evolved	processed	driven
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3. Try to _____ an apple rather than a chocolate bar when you're hungry.

portion size	dominate	shrink	reach for
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4. We decided to pay a little extra for the _____ seats. The view of the stage was much better.

affordable	premium	millennial	innovation
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5. The tech company dominates the market because of its _____ and ability to adapt to global trends.

premium	innovation	indulgent	texture
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答案

1. 阅读课文并回答问题。

1. How do you get the right texture in ice cream?

To get the right texture when making ice cream, you need to get the balance right between ice, fat and air.

2. How long can it take to create a new ice cream?

It can take up to two years from testing a new frozen dessert product to it being available to consumers.

3. True or False? *Rising temperatures are the only reason people are buying more ice cream.*

False. The pandemic and the cost-of-living crisis mean people are reaching for indulgent but affordable treats they can enjoy at home.

4. What new flavours and ingredients can we expect in the future?

We can expect more original flavours, including spices, and more plant-based ice cream, sorbets and low-calorie choices.

5. True or False? *The next global trend in ice cream will be smaller portion sizes.*

True. Portions will shrink but the quality will be higher, according to Elsebeth Baungaard, portfolio manager at Tetra Pak.

2. 选择意思恰当的单词或词组来完成下列句子。

1. When we were children, we were allowed one biscuit as a **treat** after dinner.

2. My tastes have **evolved** over time. I prefer salty snacks to sweet treats now.

3. Try to **reach for** an apple rather than a chocolate bar when you're hungry.

4. We decided to pay a little extra for the **premium** seats. The view of the stage was much better.

5. The tech company dominates the market because of its **innovation** and ability to adapt to global trends.