



McDonald's tests vegan burger

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McDonald's tests vegan burger. McDonald's beefs up its menu by adding a vegan option. It begins testing its "P.L.T." - plant, lettuce, tomato sandwich - using patties from Beyond Meat next week in Ontario, Canada.

1. McDonald's is beefing up its menu in North America _____
2. The Golden Arches will test _____
3. That stands _____
4. Providing the world's largest restaurant operator _____
5. The announcement pushed the alternative meat producer's stock _____
6. That stock has more than doubled _____
7. McDonald's is pricing its new non-beef burger _____
8. The test run _____
9. McDonald's says it'll use the test to monitor customer demand _____
10. Vegan offerings _____
11. It's already grilling plant-based burgers in Germany and Israel _____
- 12-1. But with its test in Canada, _____
- 12-2. and other fast-food chains _____
13. McDonald's shares _____

[Vocabulary]

□ **beef up**: to make strong or stronger

- *The hotel plans to beef up its marketing effort.*
- *With all these protestors here, we definitely need to beef up security.*

□ **vegan**: Using or containing no animal products

- *vegan desserts*
- *a vegan restaurant*

□ **option:** an extra feature on a new product such as a car that you can choose to add when you buy it

- *I would like to know what options are available to me.*

□ **Golden Arches:** the symbol of McDonald's, the global fast food restaurant chain. Originally, real arches were part of the restaurant design. They were incorporated into the chain's logo in 1962, which resembled a stylized restaurant, and in the current Golden Arches logo, introduced 1968, resembling an "M" for "McDonald's". They are widely regarded to be one of the most recognizable logos in the world.



□ **stand for:** to represent something

- *In military code, "Charlie" stands for the letter C. What does your middle initial stand for?*
- *U.S. stands for the United States.*

□ **provide A with B:** to give someone something that they want or need; to provide what is desired or needed, especially support, food or sustenance

- *The book signing provided him with an opportunity to meet one of his heroes.*
- *She provided her company with valuable information.*

□ **operator:** a person or company that runs a business

- *a bus/ferry operator*

□ **patty:** a flat round food made by pressing small pieces of meat, fish, etc. together and cooking them

□ **Beyond Meat:** a Los Angeles-based producer of plant-based meat substitutes founded in 2009 by Ethan Brown. The company's initial products became available across the United States in 2013. The company has products designed to simulate chicken, beef, and pork sausage.

□ **price:** to set the price of a product or service

- *The shares were too highly priced.*
- *The farmhouse is priced at \$300,000.*

□ **test run:** a process designed to test whether a machine or system works well

□ **offering:** something that is offered for sale

- *The latest offering from the author is the ultimate guide to fly-fishing.*
- *the latest offerings of the leading novelists*

□ **grill:** to cook something over a fire on a flat frame of metal bars • *We grill the steaks on the barbecue.*

- *grilled fish/steak/tomatoes*

□ **partnership**: a relationship between two or more people, groups, or countries involved in an activity together

- *The two friends formed a business partnership.*

□ **in partnership with**:

- *The festival is being supported by the city council in partnership with local businesses.*
- *in partnership with the private sector*

□ **Nestle**: a Swiss multinational food and drink processing conglomerate corporation headquartered in Vevey, Vaud, Switzerland. It is the largest food company in the world, measured by revenues and other metrics, since 2014

□ **Dunkin' Brands**: an American restaurant holding company which runs two chains of fast-food restaurants: Dunkin' Donuts and Baskin-Robbins. It is headquartered in Canton, Massachusetts.

□ **Tim Hortons**: a fast food restaurant chain, specializing in coffee and donut items. It is Canada's largest quick service restaurant chain; as of December 31, 2018, it had a total of 4,846 restaurants in 14 countries. The company has its headquarters in Toronto, Ontario.

□ **plant-based**: consisting or made entirely of plants, or mainly of plants

- *The British favour natural plant-based beauty products.*
- *plant-based beverage*
- *plant-based diet*

[参照辞書: Merriam-Webster, Oxford English Dictionary, America Heritage of the English language, Collins English Dictionary, Macmillan Dictionary, the Free Dictionary, Wikipedia]