

Super English



Level 7
Unit 1
Lesson 4
Fast Food
Culture



A Quick Bite of History

Read the text and explain the words in bold.

Fast food as we know it started in the United States in the early 20th century. People were looking for quick, affordable meals that fit into their busy schedules. White Castle, which opened in 1921, is considered one of the first fast food chains, famous for its tiny, inexpensive hamburgers. The real **game-changer** came in the 1940s with McDonald's, which introduced the "Speedee Service System." This system focused on efficiency, serving food quickly and **consistently**. Drive-thrus became popular in the 1950s, especially as more people owned cars.

Choose the sentence that best summarizes this text.

1. Drive-thrus made food quick and easy for people who owned cars.
2. White Castle created fast food by selling the first quick and affordable burgers.
3. Fast food started in the United States in the early 20th century and became popular for being quick, affordable, and convenient.

Why Fast Food Became Popular

Read the text and explain the words in bold.

What electronic device do you think helped fast food become popular through advertising?



Fast food grew because it was cheap, quick, and easy to eat on the go. People could grab a meal without sitting down at a restaurant or cooking at home. For families, it was a solution for busy schedules, offering simple menus that everyone could enjoy. The rise of **advertising** in the mid-20th century also helped.

Companies like McDonald's and Burger King used **commercials, mascots, and slogans** to appeal to both kids and adults. Happy Meals, playgrounds, and collectible toys made fast food especially attractive to children. By the 1970s, fast food wasn't just a convenience—it was a cultural phenomenon.

Global Expansion

Read the text and explain the words in bold.

Fast food chains didn't stay in America for long. By the 1960s and 1970s, **brands** like KFC, McDonald's, and Pizza Hut were opening locations overseas. They brought American-style food to new countries but often adapted their menus to local tastes. For example, in Japan, you can find teriyaki burgers, while in India, McDonald's serves **vegetarian** options like the McAloo Tikki burger. This ability to blend global branding with local flavors made fast food chains **wildly** popular around the world. Today, fast food is available on every continent (except Antarctica), proving how far and fast it has spread.



What factors does a fast food restaurant need to consider when expanding into other countries?

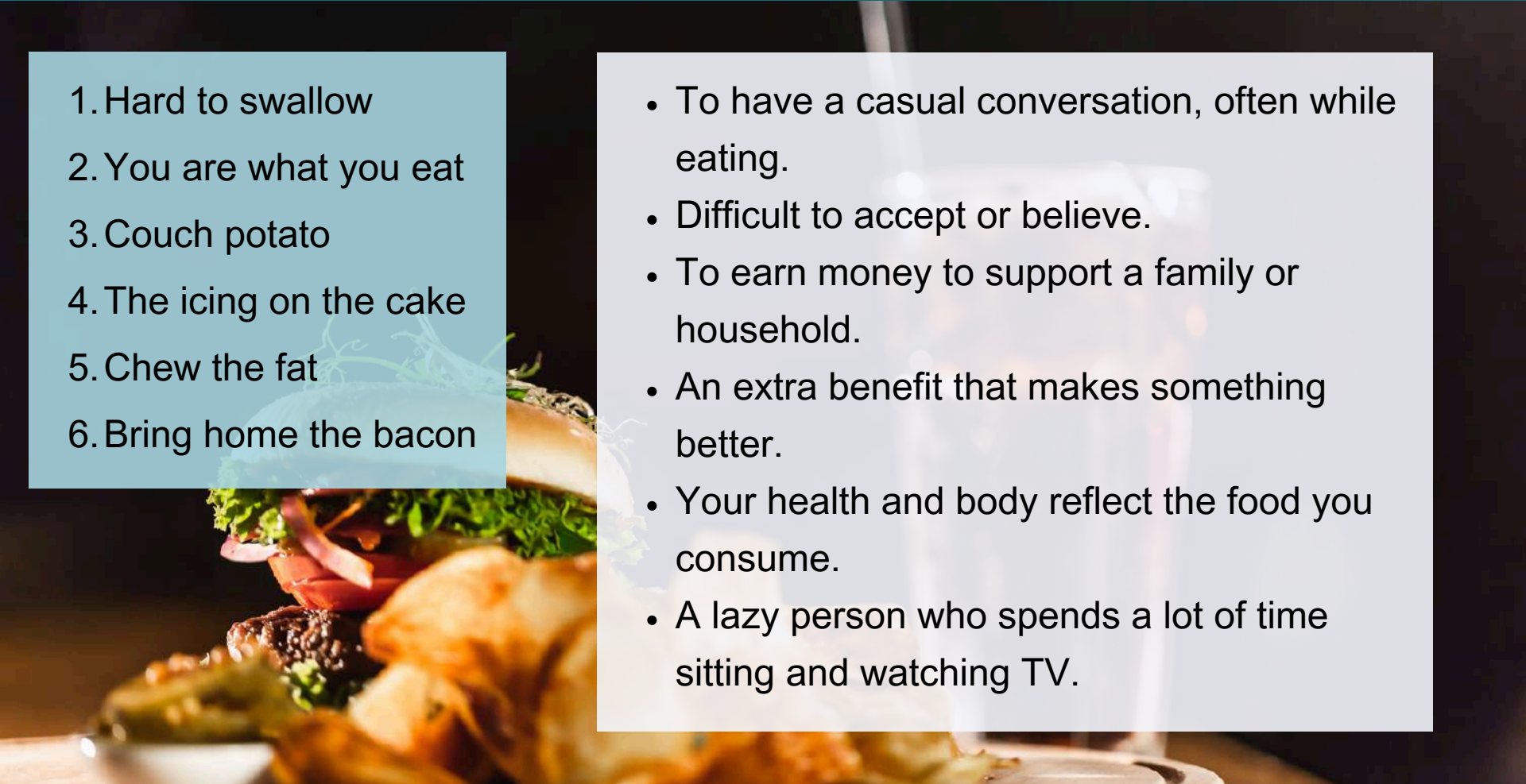
Idioms



Match the idioms to their meanings.

1. Hard to swallow
2. You are what you eat
3. Couch potato
4. The icing on the cake
5. Chew the fat
6. Bring home the bacon

- To have a casual conversation, often while eating.
- Difficult to accept or believe.
- To earn money to support a family or household.
- An extra benefit that makes something better.
- Your health and body reflect the food you consume.
- A lazy person who spends a lot of time sitting and watching TV.



Popular Fast Food



What's on the fast food menu?



Ebi Burger (Tokyo, Japan)

A shrimp patty sandwich available at McDonald's Japan, is beloved for its fresh seafood flavor and unique twist on a classic burger. Topped with lettuce, creamy sauce, and a soft bun.



KFC Sichuan Spicy Chicken (Shanghai, China)

KFC in China offers a Sichuan-style chicken that's spicy, crispy, and infused with the region's famous peppercorn flavor.

Fast Food - Role-Play



Take turns being the cashier and the customer.

Conversation 1: Ordering fast food

Cashier: Hi, welcome! What can I get for you today?

Customer: Hi! I'd like a cheeseburger combo, please.

Cashier: Sure! What size combo would you like—small, medium, or large?

Customer: I'll go with medium.

Cashier: Great! And what drink would you like with that?

Customer: A Coke, please.

Cashier: Perfect! So, a medium cheeseburger combo with a Coke. Your total is \$8.99. Will that be cash or card?

Customer: Card, please.

Cashier: Thank you! Your order number is 27. It'll be ready shortly.

Customer: Thanks so much!

Fast Food Twists



Read about the unique twist on a fast food item.

Hot Dog-Stuffed Crust Pizza

Origin: South Korea (Pizza Hut)

What's strange: This pizza's crust is stuffed with hot dogs, turning a traditional side of pizza into a meal all its own. It's served with mustard and ketchup for dipping.

Fun fact: South Korea is known for its creative takes on pizza, often **incorporating** unexpected flavors like this.



1. What does 'incorporating' mean?
2. Does this sound appetizing to you?

See you next time!



GOOD
BYE!