

Burger King launches vegan Whopper

Fast-food giant develops burger with Impossible Foods. Burger being trialled in St Louis but could go nationwide soon

Before you read the complete article, look at this vocabulary and find it in the text:

to roll (s.t.) out: officially launch or introduce a new product or service

to bleed: to lose blood from the body as a result of injury or illness

to mimic: to imitate or resemble

franchisee: person or company that holds a franchise (company acting as an agent)

roughly: (context) approximately

pitch: (context) a form of words used when trying to persuade s.o. to buy s.t.

patty: a small, flat cake of minced food, especially meat

to try one's hand (at s.t.): to try something for the first time

Burger King is trialling a meat-free version of its famous Whopper, **rolling out** the new "Impossible Whopper" at 59 restaurants in St Louis. The meatless burger, developed with Impossible Foods, a California-based company that makes plant-based substitutes, is designed to "**bleed**" like a conventional burger, and uses genetically modified yeast to produce heme, a protein that **mimics** the flavour of meat.

Burger King insists the new vegan alternative tastes as good as the real thing. Christopher Finazzo, the chain's North America president, said: "We've done a blind taste test with our **franchisees**, with people in the office, with my partners on the executive team, and virtually nobody can tell the difference."

White Castle currently sells the Impossible Burger product in more than 370 restaurants, and the chain has reported better-than-expected sales.

Impossible Foods has at least one major competitor, Beyond Meat, which sells its Beyond Burger at Carl's Jr and A&W restaurants in Canada. Beyond Meat will be the first of Silicon Valley's new generation of food companies to go public. Its initial public offering this spring is expected to raise **roughly** \$150m, analysts told the Guardian, even as the company loses \$29.9m per year in its efforts to expand.

Burger King will sell the Impossible Burger for about a dollar more than the beef version – in part because of the difficulty the plant-based companies have had matching cheap meat prices. Beyond Meat's burger is also more expensive than most beef alternatives.

Impossible Foods' main **pitch** is for environmental sustainability. Intensive animal agriculture is a major source of greenhouse gas, water use and pollution, but the burger has not been immune from criticism. Genetically modified yeast, a lack of organic ingredients, processed soy, and a high saturated fat and salt content have concerned some critics. And the burger [company] has been criticised by animal rights activists for testing products on rats. Cattle ranchers have also mounted opposition to Impossible Foods and Beyond Meat for selling **patties** in grocery stores in the same refrigerators as meat.

Nestlé this week announced it would also **try its hand at** manufacturing a plant-based burger. It will launch the "Incredible Burger" in Europe and the "Awesome Burger" in the US this autumn, according to Reuters. The plant-based industry is expected to grow to \$10bn in the next five years, according to analysts.

Adapted by ECP coach *Darren "Kez" Kurien* from this article: www.guardian.com

Let's chat about that!

Write your opinions in an email and send them to your ECP coach!

- Would you give up meat, knowing that it could help save the planet? Why/not?
- Do you ever eat at Burger King (or similar restaurants)? Why/not?
- Are you aware of products that claim to be healthy, but aren't?
- What foods do you avoid eating? Why?
- Have you ever tried a "veggie-burger"? What was it like?



There's no meat here, but it's still very tasty!

ECP's Quick Joke

What did one vegetarian spy say to the other vegetarian spy?

*"We should stop **meating** like this!"*

(This is a play on words using the homophones 'to meet someone' and 'meat')

If you don't get the joke, ask your ECP coach for help!

Social Events In English

Real-Life English in Vitoria-Gasteiz



iLook, iThink, iSpeak

Real Language to Express Yourself Better

Next chat: This Saturday 4th May

11:00 to 12:30 - Panadería Bertiz, C/Francia

LIVE!English presents:

COFFEE SATURDAYS!



Come and socialise in English!

The first Saturday of every month from October to June, come to Panadería Bertiz, C/Francia for a coffee and a chat in English between 11.00 and 12.30.

4th May - 1st June

WhatsApp Alison for more details: 608 426492

Next film Fri 31st May

CINEMA NIGHTS!

Come and socialise in English!

WhatsApp John for more details: 657 731354

You are formally invited to ECP's

6TH ANNUAL PINTXO COMPETITION



Friday May 10th 19:30 to 22:00
(C/San Ignacio de Loyola 15)



LET'S COOK

Friday 10th May
Prep starts at 19.00!

How to make a veggie burger

Ingredients

- 1 x 400g tin of chickpeas
- 1 x 340g tin of sweetcorn
- ½ a bunch of fresh coriander (15g)
- ½ teaspoon paprika
- ½ teaspoon ground coriander
- ½ teaspoon ground cumin
- 1 lemon
- 3 heaped tablespoons plain flour, plus extra for dusting
- rapeseed oil
- 1 small round lettuce
- 2 large ripe tomatoes
- tomato ketchup
- 4 wholemeal burger buns

Method

1. Drain the chickpeas and sweetcorn, then tip into a food processor. Pick the coriander leaves, adding half the leaves and all the stalks to the processor.
2. Add the spices, flour and a pinch of sea salt, finely grate in the lemon zest, then pulse until combined, but not smooth – you want to retain a bit of texture.
3. On a flour-dusted surface, divide and shape the mixture into 4 equal-sized patties, roughly 2cm thick. Place in the fridge for 30 minutes to firm up.
4. Heat a splash of oil in a large frying pan over a medium heat, add the patties and cook for 10 minutes, or until golden and cooked through, turning halfway.
5. Meanwhile, click off, wash and spin-dry four nice lettuce leaves, then finely slice the tomatoes horizontally.
6. Squeeze a large dollop of ketchup onto the base of each bun (toast them if you like), then top with the burgers. Layer over a couple of slices of tomato, a lettuce leaf, a few coriander leaves and finally the burger tops. Delicious served with a fresh green salad.