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UNIT 番号の●は英文記事が3ページ、○は2ページの構成になっています。

Italian minister takes heat for plugging McDonald's burger

TRACK

2

- ① Italian **Agriculture Minister** Luca Zaia is **defending** his **sponsorship** of McDonald's new all-Italian burger amid criticism that he is **selling out to** a **multinational corporation** and **sacrificing** Italy's **culinary reputation** in the process.
- ② Zaia has **argued** that McDonald's new McItaly burger — using all-Italian beef, **Asiago cheese** and **artichoke spread** — will **pump** 3.5 million euros (\$4.8 million) more a month **into** the pockets of Italian farmers **grappling with** tough economic times.
- ③ But for a country that gave birth to the **slow-food movement** a quarter century ago, and **prides itself on** its **varied**, delicious and healthy cuisine, Zaia's **enthusiastic** support of McDonald's has been hard to **swallow**.
- ④ It did not help that Zaia and McDonald's **executives launched** the new burger last month at McDonald's **flagship** restaurant in Rome's historic center near the Spanish Steps, the chain's first Italian **outpost**.
- ⑤ The opening of those **Golden Arches** in 1986 famously **inspired** a **relatively** unknown **Turin foodie**, Carlo Petrini, to launch what became slow food — the inter-

Vocabulary

①

Agriculture Minister: 農相。**defend:** 弁護する、抗弁する。**sponsorship:** 後援。**sell out to:** 〜の側につく、〜に寝返る。**multinational corporation:** 多国籍企業。**sacrifice:** 〜を犠牲にする。**culinary:** 料理の。**reputation:** 評判、高い評価。

②

argue: 主張する。**Asiago cheese:** (イタリア特産の) アシアーゴチーズ。**artichoke:** アーティチョーク。**spread:** スプレッド(パンなどに塗るジャムなど)。**pump into:** 〜に注ぎ込む、供給する。**grapple with:** 〜に取り組む、立ち向かう。

③

slow-food movement: スローフード運動。**pride oneself on:** 〜を誇る。**varied:** 変化に富む、多様な。**enthusiastic:** 熱心な。**swallow:** 受け入れる、納得する。

④

executives: 経営陣。**launch:** 発売する、売り出す。はじめる。**flagship:** (艦隊の指揮をとる) 旗艦、ブランドを代表する店。**outpost:** 支店。

⑤

Golden Arches: 金色のアーチ、マクドナルドの別名・シンボル。**inspire ... to:** ...に〜する気を起こさせる。**relatively:** 比較的に。

マックを応援するイタリアの農相に集中砲火

national movement that **embraces** local, organic food and home cooking over fast food and the industrialized food chain.

⑥ In a recent front-page opinion **piece** in La Repubblica newspaper, Petrini **challenged** Zaia and McDonald's **to back up** their claims of helping Italian farmers with a kilogram-by-kilogram **accounting** of how much farmers are actually getting paid **out of the deal**.

⑦ And he **chafed at** Zaia's **suggestion** that the all-Italian menu would "globalize the identity of Italian agriculture."

⑧ "Taste, like identity, has **value** only when there are differences," Petrini wrote.

⑨ The **opposition** Democratic Party has also **slammed** Zaia's use of an official government **seal of approval** for the new burger.

⑩ On the McItaly's **promotional material** is a seal saying "**Under the patronage of**" the Ministry of Agriculture and Forestry — a highly **coveted** government **endorsement** that is more often seen on museum **exhibits** and **cultural initiatives** than fast-food **containers**.

Headline Vocabulary

take heat: 激しい(熱い)非難を浴びる。

plugging: 宣伝、売り込み。

Vocabulary

Turin: トリノ(イタリア・ピエモンテ州の都市)。

foodie: グルメ、食通。

embrace: ～を取り入れる、採用する。

⑥

piece: 記事。

challenge to: ～に要求する、～を挑発する。

back up: ～の裏付けをする、証明する。

accounting: 計算、会計。

out of the deal: その(ここではマクドナルドとの)取引から。

⑦

chafe at: ～に苛立つ。

suggestion: 示唆、提言。

⑧

value: 価値、真価。

⑨

opposition: 野党。

slam: 糾弾する、こき下ろす。

seal of approval: 認可印、お墨付き。

⑩

promotional material: 宣伝用資料。

under the patronage of: ～の後援の下に。

coveted: 誰もが欲しがる。

endorsement: 承認、支持、推薦。

exhibit: 展覧会、展示。

cultural initiatives: 文化事業。

container: 容器、箱。

Italian minister takes heat for plugging McDonald's burger

- ⑪ “I think it’s **legitimate** to ask if Minister Zaia is working for Italy or McDonald’s,” Nicodemo Oliverio, the top Democratic Party lawmaker in the **lower Chamber of Deputies**’ Agriculture Commission, **quipped** Monday.
- ⑫ He **charged** that giving McDonald’s such a **designation** creates a **disparity** with Italian food companies that may **require** Italy’s **antitrust authority** to **intervene**.
- ⑬ Zaia **shot back**, saying the government had long been **in partnership with** McDonald’s to **promote** other “Made in Italy” products such as Parmesan cheese and smoked beef.
- ⑭ Zaia, who **relentlessly courts publicity** for Italy’s agricultural products, has defended his partnership with McDonald’s as an important new market for Italy’s farmers and a way to **reach** young Italians who **make up** the **bulk of** McDonald’s customers.

Vocabulary

⑪

legitimate: 合法的な、正当な、筋の通った。

lower Chamber of Deputies: 下院議会。

quip: 皮肉を言う。

⑫

charge: 非難する。

designation: 称号。

disparity: 格差、不均衡。

require: 必要とする。

antitrust authority: 独占禁止当局 (日本の公正取引委員会に相当)。

intervene: 介入する。

⑬

shoot back: 言い返す。

in partnership with: ～と協力して。

promote: 宣伝する、販売促進する。

⑭

relentlessly: 執拗に、しつこく。

court: ～を得ようと努める、求める。

publicity: 広報、宣伝、注目。

reach: (メッセージなどを)届ける、心に響かせる。

make up: 構成する。

bulk of: ～のほとんど、～の大部分。

Exercises

Reading Comprehension

1. What is Luca Zaia criticized for?

- (A) Enjoying McDonald's all Italian burger
- (B) Selling out to a multinational corporation
- (C) Being the Italian Agricultural Minister
- (D) Defending his sponsorship of McDonald's

2. How much money will be made by Italian Farmers?

- (A) 3.5 million euros
- (B) 3.5 million dollars
- (C) 4.8 million euros
- (D) 5.3 million euros

3. How did the 1986 opening of McDonald's inspire Carlo Petrini?

- (A) He opened a restaurant.
- (B) He started the slow food movement.
- (C) He worked for McDonald's.
- (D) He became a chef.

Listening Comprehension

TRACK

3

1. What does the government seal usually endorse?

- (A) Soccer games
- (B) Fast food restaurants
- (C) Car races
- (D) Museum exhibits and cultural initiatives

2. What other products does the government promote with McDonald's?

- (A) Big Macs and Cheeseburgers
- (B) Pizzas and spaghetti
- (C) Parmesan and smoked beef
- (D) Apple pie and French fries

3. Who make up the bulk of McDonald's customers?

- (A) Farmers
- (B) Young Italians
- (C) Government employees
- (D) Tourists

Clues

1.= ㊶ 1 2.= ㊶ 2 3.= ㊶ 5

1.= ㊶ 10 2.= ㊶ 13 3.= ㊶ 14 ㊶はパラグラフです。

Vocabulary Check

The word "outpost" in paragraph 4, line 5, is closest in meaning to:

- (A) office
- (B) fort
- (C) branch
- (D) subsidiary