

LIFESTYLE AND ENTERTAINMENT

Kellogg's breakfast cereal sales remained low before sale to Italian company

August 13, 2025

Listening

00:00 / 01:28

Warm Up



Helpful Words and Phrases

Listen and repeat.
聞いてリピートしましょう。

- steadily** 着実に、順調に
ex. *The company's sales are steadily increasing every month.*
- a staple** 定番、主食
ex. *Pasta is a staple in Italy. Many families eat it often.*
- on the go** 移動中に
ex. *I eat breakfast on the go because I don't have much time in the morning.*
- enthusiasm** 熱意、夢中
ex. *The children watched the fun cartoon show with enthusiasm.*
- a poll** 世論調査、アンケート
ex. *The teacher made a poll to see who wants to go on the school trip.*

Article

Read the article below and answer your tutor's questions.
記事を読んで講師からの質問に答えましょう。

Font size 文字サイズ **S** M L

Sales of cold cereal in the U.S. have **steadily** decreased for 25 years. Cereal is a common morning **staple**, but fewer people eat it today. Many people are talking about cereal again because Ferrero Group, an Italian company, has bought WK Kellogg Company, the maker of Corn Flakes and Froot Loops. During the pandemic, cereal sales went up for a short time but dropped again last year.

Why are many people talking about cereal again?

Because Ferrero Group, an Italian company, has bought WK Kellogg Company, the maker of Corn Flakes and Froot Loops.

One reason for this change is that people are now busier and want food **on the go**. Breakfast bars, like Nutri-Grain and Clif Bars, are easier to carry. Some people also have less **enthusiasm** for cereal because it contains too much sugar. They also think it has too many artificial ingredients. In the past, companies added vitamins and minerals to make cereal healthier. But now, many people prefer foods with simpler ingredients.

Why do some people have less enthusiasm for cereal?

Because it contains too much sugar. / They also think it has too many artificial ingredients.

IMPORTANT: Effective feedback is specific to the student's actual performance.

Copy the easy-to-use template on a NOTEPAD. Use this template to take note of the student's performance all throughout the lesson.

Click to Copy

日本語表示

Warm Up

2 Mins

- Introduce the article category.
 - "Today, we have a Lifestyle and Entertainment article."
- Read the title.
- Introduce the Warm-up questions.
 - "I have a few warm-up questions for you."
- Ask the questions below.
 - What is a common breakfast food in your country (ex. soup, onigiri)?
 - Do you like eating cereal?
- Transition to the next section.
 - "Good! Now let's look at the Helpful Words and Phrases."

Helpful Words and Phrases

2 Mins

- Read the instructions.
- Read the first word/phrase and ask the student to repeat. Correct their pronunciation if necessary.
- Read the example sentence and ask the student to repeat.
- Repeat Steps 2-3 with the remaining words/phrases.
- Ask if everything is clear.
- Transition to the next section.
 - "Great! Let's go to the next section!"

Article

6-8 Mins

- Introduce Article.
 - "Okay, now let's do Article."
- Read the instructions.
- Have the student read the first paragraph aloud.
- Ask the first comprehension question.
 - The student's answer may vary from the given answer. Accept any reasonable answer.
- Repeat Steps 3-4 with the remaining paragraphs and comprehension questions.
- Ask if the student has any questions about the article.
- Give brief feedback on the student's pronunciation of the article.
 - Limit this to 2-3 corrections.
 - If the student made a lot of mistakes, focus on the biggest ones.
- Transition to the next section.
 - "Good! Let's go to the next section!"

In addition, people now enjoy different types of breakfast. Yogurt and shakes have replaced the traditional bacon and eggs. A **poll** shows that younger people are less likely to eat breakfast, but they still buy cereal and often eat it later in the day as a snack.

What has replaced the traditional bacon and eggs breakfast?
Yogurt and shakes.

This material was based on an article by The Associated Press.

Discussion

Choose a topic and discuss the questions with your tutor.

トピックを選び、質問に基づいて議論しましょう。

Breakfast and Cereals

- What do you often eat for breakfast? Discuss.

follow-up questions

- Do you prefer eating breakfast on the go? Why or why not?
- When choosing your breakfast, do you consider how healthy it is?

- A poll shows that many young people do not eat breakfast. In your opinion, what would be the result of this trend? Discuss.

follow-up questions

- How could this affect young people's physical health?
- Could this affect young people's brain development and school performance?

- In Western countries, cereal is a common morning staple, but fewer people eat it today. If you owned a company selling cereal and other breakfast foods, what would you do to increase sales? Discuss.

follow-up questions

- How would you improve your products?
- Do you think you should create more breakfast foods on the go?

Food On the Go

- Do you think eating food on the go is becoming more popular in your country? Why do you say so? Discuss.

follow-up questions

- If yes: What kinds of food do people often eat when they're busy?
- If no: How do you feel about eating while walking or traveling to work/school?

- Do you think busy people who want food on the go can still be healthy? Why or why not? Discuss.

follow-up questions

- If yes: In your country, what healthy food products can people eat on the go?
- If no: Do you think foods on the go are often unhealthy?

- Do you think food on the go can still be satisfying? Why or why not? Discuss.

follow-up questions

- If yes: What's the most enjoyable quick meal you've had recently?
- If no: What do you think you miss when you only eat fast food (ex. comfort, freshness)?

Discussion

10-12 Mins

- 1 Introduce Discussion.
 - **"Okay, now let's do Discussion."**
- 2 Read the instructions.
- 3 Read the topics and ask the student to choose one.
 - ♦ **If the student cannot decide, choose a topic for them.**
- 4 Ask the first line of questions for the chosen topic.
- 5 Ask the follow-up questions to make the student produce more.
 - ♦ **You can add your own follow-up questions and comments to make the conversation natural.**
- 6 After your discussion for the question is done, give brief feedback on the student's vocabulary, grammar, and/or pronunciation.
 - ♦ **Limit this to 2-3 corrections.**
 - ♦ **If the student made a lot of mistakes, focus on the biggest ones.**
- 7 Repeat Steps 4-6 with the remaining questions for that topic.
- 8 If time allows, repeat Steps 4-6 with the other topic.
 - **"We still have time, so let's do the other topic too!"**
 - ♦ **Continue as time allows. You do not have to ask all the questions.**
- 9 Transition to the last section.
 - **"Well done! Let's go to the last section!"**

Feedback

PERSONALIZED FEEDBACK

RANGE

表現の幅
語彙をどの程度使えるか

COHERENCE

一貫性
論理的な話し方ができるかどうか

PHONOLOGY

音韻
発音が相手にとって聞き取りやすいか

PERSONALIZED FEEDBACK GUIDE

Focus on...	example feedback
RANGE the ability to use a wide variety of vocabulary	words the student learned + words the student misused or struggled to produce overcharge - set the price too high plus tax - used for prices that don't have tax included
COHERENCE the ability to speak logically and at length	You: Gave short answers. Better: Expand your answers by adding more details. You: Did not connect sentences. Better: Use connectors like "but" and "because" to link sentences together.
PHONOLOGY the ability to pronounce and stress words/sentences understandably	pronunciation mistakes + unnatural stress of words/sentences investigation [in-ves-tih-GAY-shun] You said: BECAUSE of this, ... Better: Because of THIS, ...

Feedback

3 Mins

- 1 Introduce Feedback.
 - **"Okay, now let's do Feedback."**
- 2 Give feedback on the student's range, coherence, and phonology using the template below.
 - ♦ **Refer to the Personalized Feedback Guide for more information.**
- 3 Wrap up the lesson.
 - **"You did a great job! Thank you very much for today."**

REMEMBER: Effective feedback is specific to the student's actual performance.

Use this template to give the student feedback.

Click to Copy

Personalized FEEDBACK

RANGE
[word] - [meaning]

COHERENCE
You:
Better:

PHONOLOGY
[word] [pro-nun-see-AY-shun]

You said:
Better:



PREVIOUS
Samsung introduces its new devices at Unpacked
 Business

NEXT
Vietnam will ban gas-powered motorcycles from central Hanoi over pollution concerns
 Science and Environment



Other Categories

BUSINESS

Hollywood restaurants are now made for photos as much as for food

EDUCATION AND FAMILY

Labubu: the latest toy that's popular worldwide

HUMAN INTEREST

NEW What to know about Spain's 'Tomatina' festival

SCIENCE AND ENVIRONMENT

NEW Green spaces keep neighborhoods cool in hot weather

SPORTS

NEW Beijing holds its first robot games



Like Follow @rarejob_jp

CATEGORIES

- Business
- Education and Family
- Human Interest
- Lifestyle and Entertainment
- Science and Environment
- Sports

会社情報

- 情報セキュリティ方針
- 個人情報保護宣言
- 利用規約
- 特定商取引法に基づく表示
- サイトマップ
- 運営会社
- 採用情報
- お問い合わせ

