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| **L12 - LINGUA E TRADUZIONE INGLESE III**  **Modulo A Lingua e Traduzione per L’impresa Internazionale a.a. 2022-2023**  **LETTORATO Dott.ssa M. Condon/ Dott.ssa R.O’Doherty**  **marie.condon@unimc.it**  **rebecca.odoherty@unimc.i**t  **WORKSHEET 1** |

**Worksheet 1 Contents:**

1. What is shrinkflation?
2. Glossary: translations
3. Reading/Translation

Homework for next lesson

1. **What is Shrinkflation?**

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| shrink = become smaller in size  inflation = an economic process in which prices increase so that money becomes less valuable |

**DISCUSS:**

1. Which of the below is the correct meaning of ‘shrinkflation’?

a. packages, products, or services are increased in size, but the cost stays the same

b. packages, products, or services are reduced in size, but the cost stays the same

c. companies no longer sell or offer certain packages, products, or services because they are too expensive

1. Have you ever experienced shrinkflation when buying packaged products? What about in the service sector (hotels, restaurants etc)?

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1. Is ‘shrinkflation’ a sneaky or a clever business strategy? Why?

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1. Why do you think companies are turning to shrinkflation as a business strategy?

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1. **GLOSSARY**

Work with a partner. Translate the words into English.

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|  | **ENGLISH** | **ITALIANO** |
|  | Shrinkflation |  |
|  | Exploit |  |
|  | Capitalise/Capitalize |  |
|  | Sneaky |  |
|  | Tack on |  |
|  | bottleneck |  |
|  | Supply chain |  |
|  | Walk-ins |  |
|  | Opt in |  |
|  | Cost-shifting |  |
|  | Penny pinching |  |
|  | Revenue |  |
|  | Alienate |  |
|  | Margins |  |
|  | Tweaking |  |
|  | wholesome |  |
|  | Amenities |  |
|  | Retired |  |
|  | Brag |  |
|  | tackle |  |

**Reading:** Read the article below and discuss the questions.

**Why ‘shrinkflation’ means you are paying the same for less**

**BROOKE MASTERS**

1 Inflation is everywhere. Labour shortages, supply-chain bottlenecks and rising post-pandemic demand were already pushing up costs. Now Russia’s invasion of Ukraine is squeezing the supply of food and energy.

2 Some big companies have seemed happy to push the pain through to their customers: Procter & Gamble and Unilever bragged that price increases had boosted revenue last year as they announced plans for more.

3 But sometimes manufacturers prefer to be sneaky — or fear that customers will flee. So today’s Doritos bags have five fewer chips and mega packages of Cottonelle toilet rolls have lost 28 sheets. Unilever is among those practising “shrinkflation”: bottles of Dove body wash recently dropped from 24 to 22 ounces in the US but can still be sold for the same price.

4 Shrinkflation doesn’t start and stop with packaged goods. Service and hospitality providers, such as hotels, restaurants and theme parks, are under even more pressure to find creative ways to preserve their margins. Sales and consumer demand for their products were badly dented by Covid lockdowns. Revenue is rebounding, helped by widespread price hikes, but these companies can ill-afford to alienate their guests.

5 Data from OpenTable show that global seated diner numbers — including walk-ins —have only just recovered to pre-pandemic levels after the latest Omicron wave. Hotels have had it worse. Global room rates fell by more than 25 per cent during the pandemic, so operators were digging their way out of a big hole even before costs started to rise.

6 Such businesses are now turning to creative ways to pass on costs or otherwise boost profits. That may mean providing less for the same price or tacking on new fees. Both Hilton and Marriott have made daily housekeeping services “opt in” for most properties, which means guests don’t get it unless they ask. Most hotel breakfast buffets closed down during the pandemic, and many chains have been slow to reopen them and incur the additional costs.

7 At restaurants, cost-shifting strategies often revolve around tweaking menus to avoid outright price hikes. Chefs may reformulate a dish to remove expensive ingredients or give it a new name and price. Entrées that once came with two vegetable sides now have just one. Online menus, ordering and payment apps help cut staff costs, while shorter menus allow venues to order fewer ingredients, cut food waste and capitalise on volume discounts. More deviously, some establishments exploit the concept of “plate cover”, using decorative sauces and meat sliced diagonally to make portions look more generous.

8 The penny pinching is not going unnoticed. Covid was initially an acceptable excuse for reduced service and empty shelves, but patience is wearing thin and customer satisfaction is falling rapidly.

9 That discontent leaves companies scrambling to sell these product and services changes as something more wholesome. Cadbury owner Mondelez insisted that a cut to the size of Wispa chocolate bars in its multipacks was part of a “proactive strategy to help tackle obesity”. PepsiCo-owned Gatorade has said the 14 per cent cut in the size of its sports drink bottles was part of a redesign to make them “more aerodynamic” and “easier to grab”. Hyatt (along with most other hotel chains) touts efforts to eliminate small bottled amenities and encourage towel reuse as part of cutting its carbon footprint. All three claims appear to be true, but common sense dictates that the associated cost savings were not irrelevant.

10 Food delivery app Just Eat is trialling a less cynical way to shrink portions and preserve margins for its partner restaurants. Its “waste less” programme offers customers the option of ordering a smaller size fries if they don’t need a regular one. That way they get less because they choose to, not because the seller does.

**Now that you’ve read the article, discuss again: ls shrinkflation a sneaky or clever business strategy? Have you changed your mind? Why or why not?**

**Speaking**:

**Discuss this business dilemma with a partner. Make a decision and give reasons for your decision.**

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| You work for a dried pasta company. Your costs have increased by around 20% in the past six months. So far, the company has accepted the losses, but now you have to make a decision. Will you:  a. increase the cost of a 500g box of pasta by 20%,  or  b. reduce the amount of the pasta in a box to 400g and keep the price as it is? |

**TRANSLATION**

Translate the following text into English:

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| **Il pacchettino di patatine più leggero**  L’esempio classico per spiegare la “shrinkflation” è il pacchetto di patatine. Chi va a fare la spesa si troverà davanti lo stesso prezzo di sempre e lo stesso pacchetto che è abituato a comprare. A cambiare è il numero di patatine all’interno, 5 o 10 in meno. Un escamotage quasi impercettibile ma che si moltiplica di prodotto in prodotto: se alle patatine si vuole accompagnare una bibita, si rischia di trovarsi davanti una lattina apparentemente identica, ma in realtà leggermente ridimensionata nel diametro o nell’altezza rispetto alla solita. Negli Stati Uniti le confezioni di pasta - prodotta nel Paese con il grano tenero, materia prima di cui l’Ucraina è tra i principali produttori al mondo e che oggi scarseggia sui mercati internazionali - sono rimaste le stesse, così come i prezzi, ma il peso netto all’interno è diminuito. Mascherando quindi l’inflazione, apparentemente inesistente ma che si fa invece sentire.  Source: https://www.ilsole24ore.com/art/prezzo-identico-ma-meno-prodotto-cos-e-shrinkflation-denunciata-consumatori-AEkiamSB |  |

**HOMEWORK FOR NEXT WEDNESDAY**

**Choose a consumable product that has been available for at least 50 years, e.g., Toblerone chocolate, Haribo gummy bears, Heinz ketchup, Barilla pasta, etc.**

Find out how this product has changed over the past 50 years in terms of:

• packaging

• product size

• ingredients

• cost (in relation to inflation)

• marketing strategies

Write about how different the product is today compared to 50 years ago (circa 100 words).