

# AAA

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[美] 君亮·W 主编

# 英语



- ASSURANCE 安全感
- ACHIEVEMENT 成就感
- ACCELERATION 加速度

吉林科学技术出版社  
香港书环出版社



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III 下



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# UNIT 12

Reviewing the Coffee Industry

回顾咖啡工业



## Reviewing the Coffee Industry

### 回顾咖啡工业

About 25 years ago, the number one drink in America  
was coffee. The trend was not good, however. From 1962  
to 1976, the sales of coffee declined and the sales of soft  
drinks went up. By the end of 1976, soft drinks became the  
number one drink. The history of coffee sales is revealing.

The original colonists were mostly tea drinkers, bringing the habit with them from England. There were some coffee drinkers in the Dutch colony called New Amsterdam. In 1773, the colonists dumped hundreds of chests of tea into Boston harbor because of taxes, and America became a coffee-drinking nation.

By 1962, coffee sales were up to \$ 1 billion a year and three fourths of the population drank an average of over

3 cups a day. The market looked so good at that time that  
看 好  
Procter & Gamble bought Folger in 1963. From 1963 on,  
however, coffee sales have declined.

下跌

What happened in the 1960s to change the market? A  
60年代

major factor was the battle between Pepsi and Coke for the  
主要 因素 战 百事 可口可乐  
teenage drinker. Pepsi developed the theme of the  
青少年 百事 发展 主题

"Pepsi Generation." Coke responded with themes directed  
百事可乐一代 反应 主题 描准

toward young people as well. Coffee ads, meanwhile, were  
同时

directed toward the over 35 crowd. The spokespeople for  
指向 发言人

coffee were middle-aged women.

中年

Fierce competition developed between different brands  
激烈 竞争 牌子

of coffee. Competitors retaliated with a blitz of  
竞争对手 反击 闪电战

couponing, discounts, and heavy advertising. Customers  
赠卷 贴现 猛烈的

became more price conscious. Sales continued to fall.

意识

下跌

Meanwhile, the Pepsi generation grew up and took  
百事可乐一代 作了

their preference for soft drinks with them. Coffee had the  
优先选择

image of an older person's drink.

形象

饮料

Another factor that had an impact on coffee sales was  
因素 影响 销路

the introduction of instant coffee and decaffeinated coffee.  
引 进 立即的 不含咖啡因的

At one time, getting up and putting on the coffee was a daily chore. Instant coffee changed all that, and coffee was no longer a breakfast staple. The ambiance was gone and the taste changed.

家务事立即的  
主要成分  
氛围  
口味

Decaffeinated coffee hurt sales by reminding people that regular coffee contained lots of caffeine. Caffeine became a "dirty" word in the 1980s. Decaffeinated coffee had neither the taste nor the wake-up power of "real" coffee. More recently, coffee producers have changed their ads. The appeal is to a younger but not young crowd. Coffee ads are clearly being directed to a younger group (25 to 35). The market potential is huge.

不含咖啡因  
伤害  
提醒  
普通咖啡  
含  
咖啡因  
肮脏  
80年代  
味道  
兴奋  
力  
生产者  
感染力  
明显  
指向  
一代  
潜力

## NOTES

1. America became a coffee-drinking nation.

coffee-drinking 是名词加现在分词的复合形容词。

2. From 1962 to 1976, the sales of coffee declined and the sales of soft drinks went up.

from...to 结构的常用习语很多, 这一结构表示由时间、地点的一点到另一点. from...to 用于时间有连续的意思, 这一结构用于日期的例子如下:

from Sunday to Friday inclusive 由星期日到星期五(含日、

五)

from Sunday to Friday exclusive 由星期日到星期五(不含日、五)

3. ...three fourths of the population drank an average of over 3 cups a day. : 分数在句中可以作主语、宾语、表语、定语、状语。分数由基数词和序数词合成,分子用基数词,分母用序数词。当分子大于1时,分母的序数词要用复数形式,加-s。但1/2用a(或one)half表示,1/4常用a(或one)表示。例如:a(one)third(1/3);two-thirds(2/3);one and a half( $1\frac{1}{2}$ );eight and five-twelfths( $8\frac{5}{12}$ ).

average 名词“平均数”,an average of 平均有(跟数词),如:An average of ten students are absent each day.

4. What happened in the 1960s to change the market?

此句中 to change the market 为不定式结构,作结果状语用。

5. Coke responded with themes directed toward young people as well. as well 是 too, also 的同义词。also 的位置比较活,但 too 和 as well 通常只用于下列两个位置。如:  
Wang has expressed his support. I too (as well) will do what I can for you.

王表示了他的支持,我也会尽力帮助你的。

Yesterday the Lis were here with their new baby. They brought their older children too (as well).

昨天李家带着刚出世不久的婴儿到这里来,同时也把大孩子带来了。

6. Customers became more price conscious.

conscious 形容词，意为“自觉的；有意识的”，常和名词构成复合形容词。

如：price-conscious 价格意识

profit-conscious 为利是图的

money-conscious 金钱意识

security-conscious 为安全而提心吊胆的

self-conscious 自我意识

crime-conscious 提防罪犯的

energy-conscious 能源意识

bomb-conscious 生怕挨炸的

一般词典将-conscious 一律译成“有…意识的”，实际上这一构词成分的含义较广，相当于“一心想……的；敏感的；担心的”等。类似的这种结构的词，不一定都能在词典中查到，但根据其组成部分的语义用句法联系，可以揣测其含义。不仅如此，在一定场合，还能创造新词。

7. Meanwhile, the Pepsi generation grew up and took their preference for soft drinks with them.

preference 是 prefer 的名词，意为“偏爱；更加喜欢”

如：My preference is for beef rather than lamb.

我更加喜欢牛肉而不是羔羊肉。

可与 preference 搭配的动词有 show, give, allow；如

take preference for

show preference for

give preference for

allow preference for

8. Another factor that had an impact on coffee sales was the introduction of instant coffee and decaffeinated coffee ;  
*impact* 名词, 意为“(强烈的)影响”(不可数, 可加不定冠词) 如:

This book had (made) a great impact on its reader.

这本书对读者产生了巨大的影响。

*introduction*: 作名词用, 除“介绍”外还有“采用; 引进”  
如:

Raleigh was responsible for the introduction of tobacco smoking into England.

雷利应对将烟草引进到英国之事负责。

*decaffeinated*: *de-*在现代英语中利用 *de-*构成不少新词, 作“离去、除去、否定、倒转”等解, 如 *deplane* (下飞机), *deemphasize* (降低…重要性), *defrost* (对……解除冻结); *caffeine* 为名词“咖啡因”, 与 *de-*合在一起意为“除去咖啡因的”。

9. The appeal is to a younger but not young crowd ; *appeal*  
名词“引起(投合)兴趣, 吸引力。如:

Paris at Easter makes an appeal to many people.

复活节的巴黎吸引了许多人。

## LANGUAGE FOCUS

1. *decline*: continue to become smaller, weaker, lower 继续  
变小; 变弱; 变低

例: After that illness he declined rapidly.

生了那场病后, 他的健康急剧地衰退了。

The birthrate in China has been declining for several

years.

中国人口的出生率几年来一直在下降。

The girl declined her head in despair.

这姑娘垂头丧气。

I wish prices would decline.

但愿物价下跌。

2. go up: rise, increase, reach a higher level 上升, 增长, 提高

例: Prices have been going up rapidly in many countries.

许多国家的物价一直迅速上涨。

The goods have gone up in quality, but have declined in prices.

这些货物的质量提高了, 但价格却下降了。

He has gone up in my estimation since he did that.

自从他做了那件事后, 我开始器重他了。

3. respond: act in answer to the action of another 回报; 反应

The children responded badly to that kind of teaching.

孩子们对那种教学方法反应不好。

The public has responded magnificently to our efforts.

公众对我们所作的努力反应极好。

The plane responds well to the controls.

这飞机对操纵反应灵敏。

4. direct (toward/to): turn straight to 指向, 针对

My remarks were not directed to all of you.

我的话并不是针对你们所有的人说的。

Please direct your attention to what I'm saying.



请注意我讲的话。

Everybody's eyes were directed toward him.

大家都把目光转向了他。

5. grow up: become adult; grow in an upward direction; 长大成人, 向上生长

例: Plants grow up towards the sunlight.

植物总是向着阳光, 向上生长的。

He grew up to be a handsome young man.

他长成了一个漂亮的小伙子。

This bush has grown up a lot in the last few months.

这矮树丛几个月来已长高了许多。

6. at one time: during a certain past period 有一个时期 (指过去), 曾经。类似的词组有:

at no time = never

at all times = ever

at times = now and then

at the same time = however, nevertheless

7. remind: put in mind of, cause to remember 使人想起  
remind sb (to do sth/that...); remind sb of sth; cause (sb) to remember (to do sth. etc); “使(某人)想起某物或某人”

The film reminded him of what he had seen in Beijing.

这部电影使他回想起在北京所看到的情况。

I must remind you of your promise.

我必须提醒你答应过的事。

Please remind me to write that letter.

请提醒我写那封信。