

Read this Taco Bell advertisement. Then answer the questions with your partner.



Fourthmeal: the meal between dinner and breakfast that satisfies all of your late night melty, cheesy, spicy, good-to-go cravings!!!

- 1) Which foods at Taco Bell do you think are melty? Cheesy? Spicy? What other foods do you know that could be described this way?
- 2) A more common way to say “fourthmeal” is “midnight snack”. Do you ever eat midnight snacks? What do you eat? Describe how it tastes.
- 3) Do you have cravings for different flavors late at night than at other times of day? What flavors do you crave, and when?
- 4) What do you think of this Taco Bell ad? How do you think it affects people?

Read the article below. Then answer the questions on the next page.

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Taco Bell Fourthmeal Stays Up With the Late Night Crowd

Fourthmeal Brings Exciting Tastes to the More Than Half of Americans Who Eat Late

IRVINE, Calif., April 17, 2006—For millions of Americans who eat late at night, but don't know what to call their meal, Taco Bell has the answer: fourthmeal.

Fourthmeal is the late night meal between dinner and breakfast that includes four signature¹ tastes and textures² found only at Taco Bell. Consumers seeking "outside the bun"³ late night choices will find crunchy, spicy, melty and grilled taste experiences during Fourthmeal. The program launches⁴ today at participating Taco Bell restaurants nationwide and will be supported by a campaign⁵ that features television, radio and outdoor advertising, an interactive Web site at fourthmeal.com, and in-store merchandising⁶.

"Not so long ago, the term⁷ 'brunch' was coined⁸ for people who ate a late breakfast," said Bill Pearce, Chief Marketing Officer of Taco Bell Corp. "Fourthmeal finally gives the millions of Taco Bell consumers⁹ who eat late at night their own definition. Our research shows they're already eating late, whether they're extending¹⁰ the night with friends, or satisfying their hunger after studying or working late."

1) What is fourthmeal? Give a more common word for it.

- 1 Signature (adj.): distinctive or unique to something.
- 2 Texture (count noun): the way something feels when you touch it, such as rough or smooth.
- 3 "Outside the bun" (phrase): a Taco Bell saying that means "not a hamburger"
- 4 Launch (verb): start.
- 5 Campaign (count noun): series of advertisements.
- 6 Merchandising (non-count noun): advertising and sales.
- 7 Term (count noun): word.
- 8 Coin (verb): first made, invented.
- 9 Consumer (count noun): someone who buys things.
- 10 Extend (verb): continue, make longer.

- 2) What are the four tastes of fourthmeal? Give examples of foods for each taste. (They do not need to be Taco Bell foods.)
- 3) What is brunch?
- 4) Why did Taco Bell start the fourthmeal advertising campaign? Who do you think the campaign is aimed at?
- 5) Write your opinion of the advertising campaign. Do you think it's healthy? Why or why not? Would you eat fourthmeal?
- 6) According to Aetna IntelliHealth (<http://www.intelihealth.com/IH/ihtIH/WSIHW000/325/7101/34081.html?d=dmtContent>), to be healthy when you eat out, you should “Look for entrées on the menu that are broiled, grilled, poached, steamed, roasted, or baked, and avoid foods described as fried, crisp, sauteed, creamy, creamed, au gratin, escalloped, or breaded.” Write definitions for these describing words. Why are some healthy and some unhealthy?