



McDonald's CEO Tastes New Big Arch Burger in Viral Clip

Description

McDonald's CEO Chris Kempczinski gained attention on social media after he appeared uninterested while eating one of his burgers. In a video shared on February 3, 2026, Kempczinski introduced the new Big Arch Burger, initially sparking curiosity. The moment became viral as online users quickly began sharing jokes about his lack of enthusiasm.

In the video, Kempczinski opened the burger box and expressed disappointment rather than excitement. Trying to recall the burger's ingredients, he referred to it as a "product" instead of food. Although he took a small bite, it was clear he was not fully engaged. His description of the burger as a "big bite for a Big Arch" seemed forced and lacked genuine passion.

Online reactions varied; many viewers found his performance awkward. Comments on X included humorous comparisons, with one user mentioning it resembled a scene from a TV show. Others noted that calling it a "product" suggested it was of lower quality. Some pointed out that the burger shown in the video was likely made by corporate chefs at McDonald's headquarters, which made the CEO's indifference even more surprising.

Reddit users echoed these thoughts, questioning why the video was posted at all. Some joked about Kempczinski's authenticity, suggesting he seemed detached from reality. As of now, McDonald's has not publicly commented on the situation or the online backlash.

Vocabulary List:

1. **CEO** /si:.i:.oʊ/ (noun): The person in charge of a company.
2. **Burger** /'bɜ:.r.gə/ (noun): A sandwich with a cooked patty inside.
3. **Video** /'vɪd.i.oʊ/ (noun): A recording of moving images and sounds.
4. **Enthusiasm** /ɪn'θju:.zi.æz.əm/ (noun): Excitement about something.
5. **Product** /'prɒd.ʌkt/ (noun): An item made for sale.
6. **Bite** /baɪt/ (noun): A small piece taken from food.

Comprehension Questions



Multiple Choice

1. What was the name of the burger introduced by Chris Kempczinski?
 - Option: Big Arch Burger
 - Option: Big Mac
 - Option: Arch Deluxe
 - Option: Quarter Pounder
2. On which platform were comments about Kempczinski's video shared?
 - Option: Facebook
 - Option: Instagram
 - Option: X
 - Option: Reddit
3. What were online users primarily sharing about the video?
 - Option: Recipes for burgers
 - Option: Jokes about Kempczinski's enthusiasm
 - Option: Complaints about McDonald's
 - Option: Health concerns
4. When was the video featuring Kempczinski shared?
 - Option: January 1, 2026
 - Option: February 3, 2026
 - Option: March 15, 2026
 - Option: April 20, 2026
5. What did Kempczinski call the burger instead of food?
 - Option: Sandwich
 - Option: Product
 - Option: Menu item
 - Option: Dish
6. What did one user compare Kempczinski's performance to?
 - Option: A news report
 - Option: A cooking show
 - Option: A TV show scene
 - Option: An advertisement



True-False

7. Chris Kempczinski appeared excited while eating the burger.
8. The video was well-received with no negative comments.
9. Kempczinski is the CEO of McDonald's.
10. The burger was introduced in a live cooking show.
11. Reddit users expressed confusion about the video being posted.
12. Kempczinski showed genuine passion for the Big Arch Burger.

Gap-Fill

13. Kempczinski introduced the new burger on _____ 3, 2026.
14. The burger was likely made by _____ chefs at McDonald's headquarters.
15. Kempczinski described taking a small _____ of the burger.
16. Many viewers found his performance _____ during the video.
17. Online users shared _____ about Kempczinski's indifference.
18. Kempczinski referred to the burger as a _____ rather than food.

Answer

Multiple Choice: 1. Big Arch Burger 2. X 3. Jokes about Kempczinski's enthusiasm 4. February 3, 2026
5. Product 6. A TV show scene

True-False: 7. False 8. False 9. True 10. False 11. True 12. False

Gap-Fill: 13. February 14. corporate 15. bite 16. awkward 17. jokes 18. product

Vocabulary quizzes



Multiple Choice (Select the Correct answer for each question.)

1. What is the name of Wendy's burger that features two beef patties and five pieces of bacon?
Option: Double Whopper
Option: Baconator
Option: Big Mac
Option: Quarter Pounder
2. What popular side dish is commonly served with burgers?
Option: Onion Rings
Option: Potato Wedges
Option: Fries
Option: Salad
3. What title is given to the highest-ranking executive in a company?
Option: Chairman
Option: Manager
Option: CEO
Option: Director
4. What frozen dessert is famously associated with Wendy's?
Option: Sundae
Option: Ice Cream Cone
Option: Frosty
Option: Milkshake
5. What term describes an engine that has enhanced performance due to a turbine?
Option: Electric
Option: Natural
Option: Turbocharged
Option: Hybrid
6. What term describes how well a vehicle or engine operates?
Option: Efficiency
Option: Performance
Option: Speed
Option: Power
7. What is the process called that starts the combustion in an engine?
Option: Combustion
Option: Injection
Option: Ignition



Option: Exhaust

8. What is offered to an employee after they are laid off from their job?

Option: Promotion

Option: Severance

Option: Commission

Option: Bonus

9. What term is used to describe significant changes that disturb established processes?

Option: Transition

Option: Change

Option: Disruption

Option: Innovation

10. What term refers to the money a company generates from its business activities?

Option: Expenses

Option: Investments

Option: Earnings

Option: Assets

Gap-Fill (Fill in the blanks with the correct word from the vocabulary list.)

11. In business _____ refers to the rivalry between companies selling similar products or services.

12. The team showed great _____ during the project presentation.

13. Employees often negotiate their salary and _____ packages during job offers.

14. Interns may receive a _____ to help with their expenses while gaining experience.

15. The stock market can be _____ affecting investor confidence and spending.

16. Employees can benefit from stock options that _____ over a period of time.

17. Market _____ can influence consumer behavior and investment decisions.

18. His comments did not _____ with the current company policies leading to confusion.

19. Make sure to take a proper _____ of your burger to enjoy all the flavors.



20. The company managed to exceed its financial _____ for the quarter.

Matching Sentences (Match each definition to the correct word from the vocabulary list.)

21. The introduction of smartphones caused a significant disruption in traditional communication methods.
22. The engine is often referred to as the heart of a vehicle providing the power needed to operate.
23. Combustion is the chemical process that produces energy from fuel in an engine.
24. Performance metrics are crucial for evaluating the efficiency and effectiveness of a project.
25. A turbocharged engine uses a turbine to increase the efficiency of air intake for improved power.
26. Compensation packages vary widely among different industries and positions.
27. A layoff occurs when a company dismisses employees as a cost-cutting measure.
28. Fries are a popular accompaniment to many fast food meals especially burgers.
29. The CEO of the company announced a new initiative aimed at increasing productivity and innovation.
30. Consumer sentiment can greatly influence market trends and sales forecasts.

Answer

Multiple Choice: 1. Baconator 2. Fries 3. CEO 4. Frosty 5. Turbocharged 6. Performance 7. Ignition 8. Severance 9. Disruption 10. Earnings

Gap-Fill: 11. competition 12. enthusiasm 13. compensation 14. stipend 15. turbulent 16. vest 17. sentiment 18. jibe 19. bite 20. expectations

Matching sentence: 1. disruption 2. engine 3. combustion 4. performance 5. turbocharged 6. compensation 7. layoff 8. fries 9. CEO 10. sentiment

CATEGORY

- 1. Business - LEVEL4

POST TAG

- 1. B2
- 2. Big Arch burger
- 3. ESL learning



4. esl news
5. Level 4
6. McDonald's

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