



Upgrade Alert: Smart sous vide app Now \$2/month!

Description

Anova, a company known for its smart sous vide cookers, is facing criticism from customers following the announcement of a subscription fee for its companion app. This app is essential for users of Anova's cooking devices as it provides cooking guides, notifications, and access to recipes. The subscription fee, priced at \$2 per month or \$10 per year, will be mandatory for new users starting August 21.

Sous vide cooking, a method where food is sealed in airtight containers and cooked in temperature-controlled water, has gained popularity in recent years. Anova, founded in 2013, offers a range of sous vide immersion circulators, with the Precision Cooker 3.0 being the latest model.

In response to the backlash, Anova's CEO Stephen Svajian explained that the subscription fees are necessary to maintain and improve the app's features. This decision comes shortly after the company announced the discontinuation of Bluetooth remote control for some devices, affecting the user experience for those reliant on the app.

The news has sparked a wave of discontent among customers, with many expressing their disappointment on Anova's blog post. Some users threatened to boycott the company, labeling the subscription fee as "anti-consumer" and "greedy." The loyalty of long-standing customers is now in question as Anova navigates the fallout from these controversial changes.

Vocabulary List:

1. **Subscription** /səb'skɹɪp.jən/ (noun): An arrangement to receive something regularly especially a service or product for a fee.
2. **Companion** /kəm'pæn.jən/ (noun): A person or thing that accompanies or is associated with another.
3. **Discontinuation** /,dɪs.kən'tɪn.ju'eɪ.jən/ (noun): The process of stopping or ending something.
4. **Airtight** /'eər.taɪt/ (adjective): Not allowing anything to pass through; sealed tight.
5. **Backlash** /'bæk.læʃ/ (noun): A strong negative reaction by a large number of people.
6. **Greedy** /'griː.di/ (adjective): Having an excessive desire for something especially wealth.

Comprehension Questions



Multiple Choice

1. What is the purpose of Anova's companion app for their cooking devices?
 - Option: Providing cooking guides and notifications
 - Option: Streaming music while cooking
 - Option: Tracking exercise routines
 - Option: Sending weather updates

2. When will the subscription fee for Anova's app become mandatory for new users?
 - Option: July 1
 - Option: August 21
 - Option: September 15
 - Option: October 10

3. What cooking method has gained popularity in recent years and is associated with Anova's products?
 - Option: Deep-frying
 - Option: Microwaving
 - Option: Sous vide cooking
 - Option: Grilling

4. Why did Anova's CEO state that subscription fees for the app are necessary?
 - Option: To reduce customer complaints
 - Option: To increase profits
 - Option: To maintain and improve app features
 - Option: To lower prices for users

5. What was the latest model of Anova's sous vide immersion circulators mentioned?
 - Option: Precision Cooker 3.0
 - Option: Rapid Cooker 5.0
 - Option: Ultimate Cooker 2.0
 - Option: Master Chef 1.5

6. What action did some customers threaten to take in response to the subscription fee?
 - Option: Increase their subscription
 - Option: Write positive reviews
 - Option: Boycott the company
 - Option: Purchase additional products



Answer

Multiple Choice: 1. Providing cooking guides and notifications 2. August 21 3. Sous vide cooking 4. To maintain and improve app features 5. Precision Cooker 3.0 6. Boycott the company

Vocabulary quizzes

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

1. Which term best describes clear and easily understandable communication or thought?

- Option: Potential
- Option: Lucid
- Option: Enhance
- Option: Applications

2. What term refers to the act of stopping or ending something?

- Option: Companion
- Option: Discontinuation
- Option: Airtight
- Option: Backlash

3. Which term is used to describe the income generated by a business?

- Option: Backlash
- Option: Revenue
- Option: Greedy
- Option: Congestion

4. What term is used to denote the mental or emotional strain in a situation?

- Option: Sustainable
- Option: Incentives
- Option: Tension
- Option: Infrastructure

5. Which term best describes something that excites or produces intense excitement?

- Option: Pedestrian
- Option: Monitor
- Option: Anticipation
- Option: Thrilling



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6. What term is used for something that is expected or awaited?
- Option: Audacious
 - Option: Gripping
 - Option: Anticipated
 - Option: Turnaround
7. Which term best describes having a positive outlook on a situation?
- Option: Anticipated
 - Option: Upswing
 - Option: Significant
 - Option: Optimistic
8. Which term is used to describe an excessive desire for more than what is needed?
- Option: Revenue
 - Option: Greedy
 - Option: Congestion
 - Option: Sustainable
9. Which term best describes introducing new ideas or methods in a creative way?
- Option: Innovative
 - Option: Subscription
 - Option: Companion
 - Option: Discontinuation
10. Which term refers to the practical use or relevance of a concept or technology?
- Option: Lucid
 - Option: Potential
 - Option: Enhance
 - Option: Applications

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

11. _____ is the possibility for growth or development in the future.
12. To improve or make something better is to _____ it.
13. _____ refers to overcrowding or blockage in a certain area.
14. A(n) _____ is a payment made regularly to receive a service or access to content.
15. An _____ plan is daring and bold often involving high risk.
16. _____ practices aim to meet current needs without compromising future



generations.

17. A _____ refers to a major change in direction or performance often for the better.
18. A _____ event or development is important notable or meaningful.
19. A _____ is someone who travels on foot typically in a city or urban area.
20. A _____ narrative or story is captivating and holds one's attention.

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

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| 21. Companies often offer bonuses or rewards as to motivate employees. |
| 22. The basic physical systems of a business or region such as roads and utilities make up its . |
| 23. To keep track of progress or changes a manager may use a to observe activities. |
| 24. The feeling of excitement or nervousness about something that is about to happen is known as . |
| 25. The art and technique of film photography sequencing and composition are aspects of . |
| 26. A container or situation that is completely sealed or secure is considered . |
| 27. A loyal friend or partner who accompanies you on journeys can be described as a . |
| 28. Negative reactions or consequences that result from a decision or action can lead to a . |
| 29. An increase or improvement in a particular trend or situation is known as an . |
| 30. A payment made regularly in order to receive a service over a period of time is a . |

Answer

Multiple Choice: 1. Lucid 2. Discontinuation 3. Revenue 4. Tension 5. Thrilling 6. Anticipated 7. Optimistic 8. Greedy 9. Innovative 10. Applications

Gap-Fill: 11. Potential 12. Enhance 13. Congestion 14. Subscription 15. Audacious 16. Sustainable 17. Turnaround 18. Significant 19. Pedestrian 20. Gripping

Matching sentence: 1. Incentives 2. Infrastructure 3. Monitor 4. Anticipation 5. Cinematography 6. Airtight 7. Companion 8. Backlash 9. Upswing 10. Subscription



CATEGORY

1. Sci/Tech - LEVEL4

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