



Wendy's President Joins Viral Burger Wars by Eating Baconator

Description

Wendy's has released a video featuring its U.S. President, Pete Suerken, enjoying a Baconator burger, fries, and a Frosty. This video was shared on March 4 and is seen as a response to recent comments made by McDonald's CEO, Chris Kempczinski, regarding their new Big Arch burger.

In the clip, Suerken takes large bites of the Baconator, stating, "this is exactly what a good hamburger should be." He also showcases how the burger is made fresh, repeating Wendy's slogan that they are "fresh, never frozen." While preparing a Frosty, he remarked, "our machines are always working," in what appeared to be a jibe at McDonald's, where customers often complain about broken ice cream machines.

Suerken's video received mixed reactions. Many viewers commented on the ongoing "burger wars", noting the competition between fast-food chains. Some suggested Wendy's had cleverly engaged with the trend, contrasting with Kempczinski's earlier video, where he expressed enthusiasm for McDonald's product.

Critics pointed out that Kempczinski's representation of the Big Arch burger seemed forced, with comments suggesting that his first bite looked insincere.

In light of this, Burger King responded by posting its own video on March 2, featuring its U.S. President, Tom Curtis, enjoying a Whopper. This playful exchange highlights the competitive nature of the fast-food industry.

Vocabulary List:

1. **Baconator** /'beɪ.kə,neɪ.tər/ (noun): A type of hamburger with bacon.
2. **Fries** /fraɪz/ (noun): Long pieces of fried potatoes.
3. **Frosty** /'frɔː.sti/ (noun): A cold dessert drink or treat.
4. **Comment** /'kɒ:.ment/ (noun): A statement about something.
5. **Competition** /,kɒmpə'tɪʃ.ən/ (noun): A contest to win or succeed.
6. **Jibe** /dʒaɪb/ (verb): To make a mocking remark.

Comprehension Questions

Multiple Choice



1. Who is the U.S. President of Wendy's featured in the video?

- Option: Pete Suerken
- Option: Tom Curtis
- Option: Chris Kempczinski
- Option: Jim Cantalupo

2. What date was Wendy's video shared?

- Option: March 2
- Option: March 3
- Option: March 4
- Option: March 5

3. Which burger does Pete Suerken enjoy in the video?

- Option: Baconator
- Option: Big Arch
- Option: Whopper
- Option: Quarter Pounder

4. What was Chris Kempczinski discussing in his video?

- Option: Wendy's slogan
- Option: Big Arch burger
- Option: Frosty preparation
- Option: Burger wars

5. What is Wendy's slogan mentioned in the video?

- Option: Fresh but frozen
- Option: Fresh, never frozen
- Option: Always fresh
- Option: Frozen and fresh

6. Who is the U.S. President of Burger King that responded?

- Option: Pete Suerken
- Option: Chris Kempczinski
- Option: Tom Curtis
- Option: Jim Cantalupo

True-False



7. Wendy's video featured Pete Suerken eating fries.
8. Chris Kempczinski is the U.S. President of Wendy's.
9. The video featuring Suerken was a response to comments about a new Whopper.
10. Suerken mentioned that Wendy's machines are always working.
11. The clip received unanimous positive reactions.
12. Burger King released a video on the same day as Wendy's video.

Gap-Fill

13. The video was shared on March 4 and is seen as a response to comments made by _____.
14. Suerken stated that a good hamburger should be _____.
15. Wendy's emphasizes that their food is _____.
16. The competitive exchange highlights the nature of the _____ industry.
17. Critics said Kempczinski's first bite looked _____.
18. Tom Curtis featured in a video enjoying a _____.

Answer

Multiple Choice: 1. Pete Suerken 2. March 4 3. Baconator 4. Big Arch burger 5. Fresh, never frozen 6. Tom Curtis

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

Gap-Fill: 13. Chris Kempczinski 14. exactly what it is 15. fresh, never frozen 16. fast-food 17. insincere 18. Whopper

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

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- 1. B2
- 2. Burger King
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4. L4
5. Level 4
6. McDonald's
7. Viral Burger Wars
8. Wendy's

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