

Fill-in-the-blanks worksheet

<Domestic and International Markets>

Sales of frozen foods in convenience stores have risen due to increased needs caused by COVID-19. In addition, supermarkets conduct (1) (consumer survey) in the process of product development to survey the quality of prototypes and purchase intentions. After the product is launched, it is evaluated through SNS and (2) to help develop the next product.

One of the most famous markets outside of Japan is Picard, (3). (3) is known as a frozen food powerhouse, and sells (4) foods, which are environmentally friendly and free of pesticides and chemical fertilizers. In recent years, it has been gaining attention among young people.

(5) is also a major frozen food country and is famous for its frozen food company called Iceland. In Iceland, measures against (6) waste include the introduction of paper packaging and the elimination of plastic straws.

Descriptive worksheet

<Domestic and International Markets>

1. What are BIO foods, which are popular in France? Write it down in your own words.

2. What is ICELAND, a famous frozen food company in the UK, doing to address environmental issues? Write it down in your own words.

Answers to the fill-in-the-blanks worksheet

1. monitoring tests
2. home-use tests
3. France
4. BIO
5. The U.K.
6. plastic