

JAMIE'S SUGAR TAX ON FIZZY DRINKS

Jamie Oliver is an English celebrity chef, owner of more than 50 restaurants and also a personality known for his food television shows, cookbooks and more recently his global campaign for better food education. One of the actions of his global campaign is to impose a **levy** on sweet **fizzy** drinks sold in Jamie's restaurants in protest at the government's refusal to introduce a "sugar tax."

Oliver will add a 10 p (€ 0.15) charge to every drink with added sugar in an attempt to **highlight** the dangers of too much sugar as well as to send a message to the government to take urgent action on childhood obesity.

Several other restaurant chains are expected to join Oliver's "sugar tax" protest. All the money raised from the levy will be put into a foundation called *Sustain*, which will promote better food and farming policies and practices, to support children's healthy food initiatives across Britain. The Jamie Oliver Restaurant Group will make a donation of £25,000 to get the fund started. Oliver expects the charge—which he calls "the children's health levy"—to raise £80,000 in the first year.

Oliver said: "I was born into the restaurant industry and I truly believe that by joining together on this problem we not only send a powerful and strong message to government but we also have the potential to make a long lasting **legacy** that could make many parents be aware of the benefits that a healthy diet has on their children."

Oliver also added: "I have seen first-hand the heart breaking effects that poor diet and too much sugar is having on our children's health. Young children often need multiple teeth pulled out under anaesthetic and one in three kids now leaves primary school overweight or obese. Soft drinks are the biggest single source of sugar among school-age kids and teenagers and so we have to start here."

An explanation of the sugary drink levy will be printed on all menus in Jamie Oliver's restaurants and the waiters **will be briefed** about the alternative choices for children. Oliver points out that tap water is always freely available. Oliver does not allow fizzy, sugary drinks in his own home. He says his four children have grown up drinking mainly water or diluted fruit juice. He believes parents should explain to children which drinks are best for them and make healthy drinks fun—for instance, by adding freshly cut lemons, oranges or strawberries to iced water.

Simon Bladgen, chief executive of the Jamie Oliver Restaurant Group, said: "As a business we're concerned about the increasing number of illnesses related to the diet in the UK, especially in children, and while we're not against sugar, we do feel that we need to take the initiative when it comes to keeping our costumers informed, so a levy on these drinks allows us to send a message as well as raise money to help give children the knowledge to make better choices."

The idea has been welcomed by health activists. Tam Fry, a spokesman for the National Obesity Forum, said: "Once again Jamie Oliver has taken the initiative that should force the government to take measures as soon as possible. His levy will be applauded by everyone who understands obesity and the health damage of excessive sugar."

While all the main medical professions in Britain have given support to a 20 % tax on sugary soft drinks, the government has excluded such a move, preferring to work with the food industry on voluntary measures.

Text adapted from *The Sunday Times* (June 21, 2015)

levy: taxa / impuesto

fizzy: amb gas / con gas

highlight: fer patent / resaltar

legacy: llegat / herencia

to be briefed: ser informat / ser informado

Part 2: Writing

Choose ONE topic. Write about number 1 or 2. Minimum length: 100 words.

[4 points]

1. What sort of diet should teenagers have? Do most teenagers you know “eat right”? Write an essay for your school newsletter on what teenagers really eat, and include your opinion on what they should eat.
2. Imagine that you have just returned from a trip to London with your parents. Write an entry in your blog about some good and bad experiences on this trip, and on travelling with your parents in general. (Remember to NOT mention your real name, or that of anyone in your family, in this blog entry.)

Grammar	
Vocabulary	
Text	
Maturity	
Total	
Nota de la redacció	