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### Flavoured Crisps 香味薯片

Helen: Hello, you're listening to BBC Learning English I'm Helen.

Oliver: 还有我, Oliver.

Helen: Are you feeling peckish?

Oliver: Peckish, mmm, 我还真的有点儿饿, 你有什么好吃的?

Helen: Well, we might have some slow-baked lamb with exotic spices, and perhaps a little cranberry sauce with red wine.

Oliver: What are you talking about? 我以为你会给我一袋薯片儿呢, 薯片 crisps.

Helen: Yes, but these are the latest crisp flavours. Here you are.

Oliver: 最新口味的薯片儿, 听你刚才的话还以为你在介绍什么高级餐馆的菜品。

Helen: So how do they get these sophisticated tastes from a potato crisp? Let's find out more from BBC reporter Emma Brannam on her investigation.

Oliver: 首先, Emma 让我们感受了一下一个现在正在大力推广的新口味薯片的最新广告。

### Insert

*These are no ordinary crisps, these are "succulent rib-eyed steak crisps, served with black peppercorn seasoning". This is not just a prawn flavoured potato chip, it's a surprisingly sophisticated "tiger prawn lightly seasoned with crushed garlic" potato chip.*

Helen: Sounds yummy.

Oliver: 没错, 这可不是平时我们熟悉的那些种类。

Helen: These are succulent rib-eye steak crisps.

Oliver: 多汁的 succulent, 牛排 steak.

Helen: And tiger prawns, lightly seasoned with crushed garlic.

Oliver: 老虎虾 tiger prawn, 蒜茸 crushed garlic. 听起来, 味道实在是太诱人了。

Helen: But does the taste really match what is said on the packet? Can you and I really tell the difference?

Oliver: I'm not sure. 不过说真的, 一袋薯片就算是和老虎虾一起烹调的, 也不过就是薯片而已。

Helen: Creating flavour is a complicated and secretive science. Emma managed to track down a leading expert in food flavouring, Dr Parker.

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*A large part of flavour is our sense of smell.*

Oliver: 我们对薯片口感的描述大都来自于我们的嗅觉。

Helen: Our sense of smell. And these smells can be bottled.

Oliver: 用瓶子储存起来。那像什么慢火烘烤的小山羊口味又是怎么做的呢?

### **Insert**

*Well we don't take lots of lambs and roast them over spits and try and extract the flavour from that. What the flavour scientists try to do is mimic that process in a processing laboratory.*

Helen: So that's how it's done; in a laboratory.

Oliver: 啊, 原来一切都是在实验室里完成的, 并没有什么烘烤的小山羊也并不是从那里提取的味道。

Helen: That's too complicated and messy. The scientists try to mimic the process in a processing laboratory.

Oliver: 模拟、模仿 mimic. 这些口味都是人造的。我怎么感觉我们被这些薯片制造商蒙骗了。

Helen: Well, crisps manufacturers have faced a sharp sales drop in the past few years, because of concerns over healthy eating and obesity.

**Oliver:** That's very true. 人们不认为薯片是健康食品，而且在过去的几年里，薯片的销量在英国明显的下降。

**Helen:** So, maybe this new branding of crisps with fancy and exotic flavours is a marketing strategy to win back customers.

**Oliver:** 市场营销专家 **Simon Dekaney** 向我们解释说：

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*It says to the customer, oh hold on a minute, I can feel quite nice, I can indulge myself, I can feel classier if I eat a classier kind of crisp. That's the first thing it does. The second thing it does really interestingly and intelligently is it says forget about the health issues, you're just going to enjoy these crisps, and suddenly the obesity question, the health question, the what's in my crisp question disappears.*

**Helen:** According to Simon, this new generation of crisps have two effects on the customers.

**Oliver:** 消费者在看到这些精美包装的薯片时，会想，嗯，他们吃起来肯定味道不错，而且会让自己觉得有品味，干脆纵容自己一下吧。

**Helen:** Customers can indulge themselves and feel classier.

**Oliver:** 还有就是这些新上市的薯片宣扬别去管什么健康饮食。

**Helen:** Crisps are no longer just comfort food; they're a sophisticated snack, to be enjoyed as such.

**Oliver:** 就是这样，所有关于健康饮食、肥胖啊什么问题通通被扔到脑后，薯片成了一种对自己特别的犒劳了。

**Helen:** Well, Oliver, are you persuaded by the advertising campaign of the new gourmet crisps?

**Oliver:** No, I think I'll stick to the old fashioned salt and vinegar crisps. That's still my favourite. 我们今天的节目就到这里，感谢您的收听，再见。

**Helen:** Bye.