

# Chapter 4

# Oreo

**That's the way the cookie crumbles.**

## 1 Vocabulary Preview

- |                   |                          |                                                                     |
|-------------------|--------------------------|---------------------------------------------------------------------|
| 1. crumbs         | <input type="checkbox"/> | A. Make something available for people to buy.                      |
| 2. ingredients    | <input type="checkbox"/> | B. Different types of things in the same general group.             |
| 3. release        | <input type="checkbox"/> | C. Very small pieces of food, usually from bread, cakes or cookies. |
| 4. varieties      | <input type="checkbox"/> | D. A corporation that controls or owns a company.                   |
| 5. parent company | <input type="checkbox"/> | E. The different things required for a recipe or food product.      |

## 2 Reading 4

Oreo cookies have been America's most popular cookie since they were introduced in 1912. They have kept their number one position because people of all ages love to eat them. Today, more than 11 billion Oreos are *put away* each year, which is about 30 million per day. To satisfy this huge demand, the Oreo recipe requires about 10 million kilograms of cocoa and 29 million kilograms of cream filling each year. Although the official name was changed from Oreo to Oreo Chocolate Sandwich Cookies in 1974, most people *wouldn't dream of* calling them by their official name.

If you think about it, Oreo is an unusual name for a cookie. Veteran employees of the cookie maker, the National Biscuit Company (Nabisco), have some interesting ideas about how the name came about, but nobody knows for sure. Some think the name may have come from the French word for gold because of the color of early Oreo packages. Others speculate the name comes from *Oreo*, the Greek word for mountain, because an early test version of the cookie was not flat but hill-shaped. And there are some who say the name was chosen just because it's short and has a pleasant combination of

sounds.

Each Oreo cookie is made up of three layers — two chocolate biscuit wafers and a layer of cream filling between them. The dark-colored biscuit layers contrast with the white filling, making it quite an eye-catching cookie. Only the best ingredients are used, and each step of the production process is carefully controlled. Maybe that's why people really *go for* Oreos.



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Although the main ingredients have not changed since the beginning, the cookie's size has been changed *from time to time*. Today's Oreo is 4.4 cm in diameter. Another thing that has changed is the design on the biscuit layer. When Oreos were first made, the biscuit design had the word *Oreo* inside a wreath. Nowadays, the word *Oreo* is inside the Nabisco logo, surrounded by a ring of 12 flowers. The design can be seen on both sides of the cookie.

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You may think there's only one way to eat an Oreo, but you would *be way off the mark*. Oreos are eaten in many different and unusual ways, and usually Oreo eaters *are set in their ways*. The most common way is one bite at a time. Maybe the fastest way is to eat them whole. That is, all at once. Some people like to eat them very slowly, so they take many little nibbles. Others prefer to dunk them into a hot or cold drink such as coffee or milk before popping them into their mouths. Another way is to twist apart the biscuit layers and eat them separately, licking off the cream filling first.

Just eating Oreos straight from the packet is not the only way you can eat them. Oreos are also used as ingredients to make all kinds of desserts. Crushed Oreos are used to make cakes, puddings, and milkshakes. There's even a recipe for an Oreo pizza, which uses Oreo crumbs in the pizza base. In 1975 a new type of Oreo was released, the Double Stuf Oreo, so named because it has double the amount of cream filling.

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Gradually more and more varieties *came out*, and there are now more than 10 kinds of Oreo. There's the Chocolate Creme Oreo and Oreos that have two flavors of cream filling, such as the Double Delight Oreo Peanut &

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Chocolate. Mini Oreo and Chocolate Creme Mini Oreo are very small-sized Oreos. There's even a cookie for the health-conscious person, the Reduced Fat Oreo.

55 In recent years brand extension has occurred. That is, the Oreo brand name has been used for other products. In the late 1990s Oreo O's cereal was introduced. Oreo then expanded into a dessert line with Oreo Cookie Pie Crust and Oreo Brownies. Although the Nabisco name still appears on the cookie packaging, Nabisco is now part of Kraft Foods, Inc., a major food and  
60 beverage company. This came about when the Altria Group, Inc., the parent company of Kraft Foods, acquired Nabisco in 2000. But, whoever the owner is, Oreo fans will no doubt keep on enjoying this unique brand.

Notes:

**all at once** 「いっせいに、一度に」

**be set in one's ways** 「(習慣や考えかたに) 凝り固まっている」

**be way off the mark** 「まったく的はずれて、見当違いで」

**billion** 「(米) 10億 (英仏独) 1兆」

**cereal** 「(朝食用の) シリアル」

**come about** 「起こる、生じる」

**come out** 「出てくる、発売する」

**crumb** 「くず」

**diameter** 「直径」

**dunk** 「飲み物にちょっと浸して食べる」

**eye-catching** 「人目をひく、異彩を放つ」

**go for** 「～を好む」

**health-conscious** 「健康を気にする (人)」

**ingredients** 「材料」

**nibble** 「ひとかじり」

**parent company** 「親会社」

**pop** 「ボンと (口に) 入れる」

**prefer** 「むしろ～の方を好む」

**put away** 「食べ物を平らげる」

**release** 「～を発売する、リリースする」

**speculate** 「(あれこれと) 推測する」

**That's the way the cookie crumbles.**

「世の中ってそんなもんだ」

**variety** 「種類」

**wafer** 「ウェハース (薄い軽焼きの菓子)」

**wouldn't dream of** 「～しないことは確実である」

**wreath** 「リース、花冠」

### 3 True / False Comprehension Check

1. The Oreo cookie has been very successful since its release in 1912. T / F
2. Cocoa is one of the ingredients that is needed to make Oreo cookies. T / F
3. Some people think the name Oreo came from the name of a mountain in Greece. T / F
4. Oreo cookies have a cream filling sandwiched between two biscuit wafers. T / F
5. A new variety of Oreo came out in 1975 that was double the diameter of a regular Oreo. T / F
6. Before eating Oreos, some people dip them into a hot or cold drink. T / F
7. The Altria Group is the owner of Kraft Foods and the Oreo trademark. T / F

### 4 True / False Listening



1. T / F    2. T / F    3. T / F    4. T / F    5. T / F    6. T / F

### 5 Language Practice

- A. expand                      B. prefer                      C. come about  
D. even                         E. that is                      F. part of

1. Do the police know how the accident \_\_\_\_\_?
2. He was late for the meeting, but he didn't \_\_\_\_\_ say he was sorry.
3. My boss is thinking of \_\_\_\_\_ my section from five to ten employees.
4. He's a big eater. \_\_\_\_\_, he eats a lot of food.
5. He \_\_\_\_\_ to dunk his Oreos in milk rather than coffee.

### 6 Idiom Practice

- A. put away                      B. wouldn't dream of        C. be way off the mark  
D. go for                         E. come out                      F. be set in one's ways

1. The design isn't new. It \_\_\_\_\_ about a year ago.
2. You're amazing! How can you \_\_\_\_\_ so much food?
3. I \_\_\_\_\_ dating him. He's really not my type.
4. He \_\_\_\_\_, so he doesn't listen to new ideas at all.
5. If you think I like the new teacher, you \_\_\_\_\_.