

Asia's beer boom 亚洲的啤酒热

Vocabulary: beer and brewing 啤酒和酿造

For over 7,000 years, Asians have been **brewing** beer. But it's only in the past few years that Asia has overtaken Europe and America to become the world's biggest beer-drinking continent.

With an increasingly young and **upwardly mobile** population, there are signs of a real **thirst** for ale in Asia. An ice-cold beer is the perfect accompaniment to a few post-work snacks in a bar, and is a very popular way to **unwind**.



Asia is not renowned for making beer, but more and more of it is being **drunk**. In 2011, Asians **downed** 67bn **litres** of beer; a sign of increasing prosperity on the continent. With alcohol consumption in Asia forecast to grow by 4.8% each year until 2016, brewers have every reason to **raise a glass** in celebration.

So what's behind this newfound **taste** for beer? Asia's young and growing population play a big part, but it also stems from the increase in prosperity in a lot of Asian countries in recent years, as people drink beer when times are good. Some experts believe the **fizz** factor in beer makes people happy and encourages them to drink more, much like with many **soft drinks**.

One trend is for the exotic and interesting tastes of **premium** lagers. Young people are no longer drinking weak lagers, but **quenching their thirsts** with wheat beers, fruit beers, pilsners and pale ales, all with a higher **alcohol content**. **Microbreweries** are popping up all over the place, offering consumers the chance to taste something unique and unusual.

The increased popularity of beer also has some drawbacks. **Binge drinking, hangovers** and **alcoholism** are on the rise throughout Asia; a real **headache** for health authorities. However, despite health concerns, the trend of eating, drinking and being merry continues, so drinks manufacturers should be able to **toast their successes** well into the future.

词汇表请参看答案与词汇部分

Quiz 测验

阅读短文并回答问题。

1. What phrase in the article means 'acquiring wealth or a higher status'?
2. How much beer was consumed in Asia in 2011?
3. Is the following statement true, false or not given? *Many people like drinking beer because of the bubbles it contains.*
4. What word is used to describe small companies that produce exotic beers?
5. Which two phrases in the article refer to holding up a drink in celebration?

Exercise 练习

请你在不参考课文的情况下完成下列练习。从每个表格中选择一个意思合适的单词填入句子的空格处。

1. Boys have _____ girls in the GCSE results table for the first time.

oversee	overtook	overlook	overtaken
---------	----------	----------	-----------

2. This part of the city is _____ for its exciting nightlife.

drunk	renowned	exotic	perfect
-------	----------	--------	---------

3. You want to wear pink trousers with orange shoes? You've got no _____.

taste	fizz	thirst	trend
-------	------	--------	-------

4. This is the only plate of its kind in the world. It's quite _____, so is worth a lot of money.

uniform	usual	unique	uniform
---------	-------	--------	---------

5. That music is so loud! It's giving me a real _____!

high	health concern	hangover	headache
------	----------------	----------	----------

Answers and Glossary 答案与词汇

Quiz 小测验

1. What phrase in the article means 'acquiring wealth or a higher status'? Upwardly mobile
2. How much beer was consumed in Asia in 2011? 67 billion litres
3. Is the following statement true, false or not given? *Many people like drinking beer because of the bubbles it contains.* True. Experts believe the "fizz factor" of the bubbles makes people happy.
4. What word is used to describe small companies that produce exotic beers? Microbreweries
5. Which two phrases in the article refer to holding up a drink in celebration? 'Raise a glass' and 'toast their successes'.

Exercise 练习

1. Boys have overtaken girls in the GCSE results table for the first time.
2. This part of the city is renowned for its exciting nightlife.
3. You want to wear pink trousers with orange shoes? You've got no taste.
4. This is the only plate of its kind in the world. It's quite unique, so is worth a lot of money.
5. That music is so loud! It's giving me a real headache!

Glossary 词汇表

brewing	酿造（酒）
upwardly-mobile	向上爬，寻求改善社会地位的
thirst	渴望
unwind	放松
drunk	喝醉了
downed	一口喝下去
litres	公升
raise a glass	举杯庆祝
taste	口味
fizz	汽泡
soft drinks	软（不含酒精的）饮料
premium	酒精含量标高的
quenching their thirsts	解渴
alcohol content	酒精度
microbreweries	小啤酒厂
binge drinking	酗酒
hangovers	酒醉后的不良反应
alcoholism	酗酒
headache	头疼
toast their successes	举杯庆祝