

Mayonnaise fans in Japan have a new product to savour – drinkable mayonnaise. Lawson, one of the country's largest convenience store chains, has started selling a mayonnaise-flavoured drink. It is called "Nomu Mayo" in Japanese, which translates as "mayo drink". Lawson has tapped into the particular fondness the Japanese have for mayonnaise – the creamy, egg-based condiment. The store has called its new liquid refreshment, "a long-awaited new product for mayonnaise lovers". It added that, "the richness and sourness of mayo are reproduced in this chilled beverage". The Nomu Mayo label states the drink is a "mayonnaise-style drink" and "not mayonnaise".

Nomu Mayo is priced at ¥198 (\$1.32) for 200 ml. It is currently in a "test sales" phase to gauge its potential. While Japan's version of mayonnaise, which uses rice vinegar, is ubiquitous in and on Japanese meals, the jury is out on whether drinkable mayo will take off as a product. It has gone viral on social media and has garnered very mixed reviews. Yahoo Japan stated: "It had the texture of mayonnaise dissolved in water and definitely tasted like mayonnaise, although it had the texture of water. The taste didn't feel diluted at all, and it tasted like mayonnaise, which is a bit strange." It added the drink was "a bold product aimed at a very niche demographic".

How important are these condiments? What can they be used for?

	Importance	Uses
Mayonnaise		
Soy sauce		
Ketchup		
Chili sauce		
Vinegar		
Salt		

Paragraph 1

1 savour	a.	A group of stores that have the same name and sell the same things in different places.
2 chain	b.	A feeling of liking something or someone a lot.
3 tapped into	c.	Enjoy the taste of food or drink very much and slowly.
4 fondness	d.	Cold, but not frozen.
5 condiment	e.	Something like ketchup or salt that you add to food to make it taste better.
6 chilled	f.	A drink, like water, tea, or juice.
7 beverage	g.	Used something or taken advantage of it, like an idea or resource, to get help or benefits.

Paragraph 2

8 gauge (verb)	h.	A group of people who are similar in age, interests, or other things.
9 ubiquitous	i.	Become very popular or successful quickly.
10 the jury is out	j.	When something (like sugar) mixes completely into a liquid and disappears.
11 take off	k.	Measure something or to guess how big, strong, important or popular it is.
12 dissolved	l.	Found everywhere, like something you see or find all the time.
13 niche	m.	A small, special part of something that is for a specific group or purpose.
14 demographic	n.	People still don't know the answer to something or haven't decided yet.