

2016년 3월 22일 키워드 스피킹 방송 / 주제: 프리미엄 라면의 인기

<광고>

## 김대리의 영어일기 세트

- ✓ 누구나 공감할 내용으로 학습효과 UP
- ✓ 팟캐스트로 들으면서 학습효과 UP



### Grace's Summary

Cheap, tasty and filling – **what more can you ask for** when it comes to instant food? Koreans love ramen and with good reason. Statistics show that on average, Koreans consume at least one ramen every five days. A wide variety of ramen to choose from **is also to their advantage**. More than 100 different ramen are sold in the market now.

**Adding to the current popularity**, a line of “premium ramen” has hit the market. This new line of higher-price and higher-quality ramen features **differentiated ingredients and taste**. **At the forefront of the new trend lies** Jjampong ramen, an instant version of Korean-style Chinese noodles much-loved for its spicy taste. Premium Jjangramen, another instant version of Koreanized soy sauce noodles is also competing in the fast-growing premium ramen market. Some premium ramen are even marked with the faces of famous chefs on their packaging, **reassuring** customers that what they consume is more than just instant noodle with low price and quality.

However, some point out the reality of this new trend. Reasonably, **there can't be anything premium about instant food that costs a mere dollar**. The actual reason for the premium ramen's sudden popularity has to do with the current economic downturn. People need to **live on a budget** and **pinch every penny** by eating premium ramen at home rather than dining out at the Chinese restaurant. You may agree or disagree with **this socio-economic interpretation of premium ramen's popularity**, but if you're a genuine ramen lover who loves to eat more than one ramen every week, you definitely have more options on your dinner table.

해석

1. what more can you ask for 더 이상 원할 게 뭐가 있겠나?
2. ~ is also to their advantage ~도 이점이다, ~도 도움이 된다
3. Adding to the current popularity 지금의 인기에 더해서
4. a line of premium ramen 프리미엄 라면 제품들
5. differentiated ingredients and taste 차별화된 재료와 맛
6. At the forefront of the new trend lies ~ 새로운 트렌드의 선봉에 ~이 있다
7. reassuring customers that ~ 고객들을 ~라고 안심시키다
8. there can't be anything premium about instant food that costs a mere dollar 1달러 정도 되는 인스턴트 식품에 '프리미엄'이란 말은 어울리지 않는다
9. live on a budget 빠듯한 예산에 맞춰 살아가다
10. pinch every penny 10원짜리 한 장까지 아끼다
11. this socio-economic interpretation of premium ramen's popularity 프리미엄 라면의 인기에 대한 사회 경제학적 해석

### Keywords / Key Sentences

1. 시원한 (라면) 국물 comforting soup/broth; 쫄깃한 면발 chewy noodles, The ramen is undercooked; 비빔라면 spicy

- mixed noodles, 라면 끓이는 냄새는 정말 자극적이다 The smell of cooking ramen is irresistible.
2. 지난달 전체 라면 매출 중 프리미엄 라면 비중은 61%에 달했다. Sales of premium ramen accounted for 61% of total ramen sales. Out of entire ramen sales, the premium ramen sales made up 61%. The premium ramen market owned 61% of total ramen sales.
  3. 라면업계의 판도도 바뀌고 있다 The landscape of the ramen industry has shifted. The positions of companies in the ramen industry have shifted. There has been a change in the landscape of the ramen industry.
  4. 원재료가격의 상승폭보다 가격의 인상폭이 훨씬 크다. Compared to regular ramen, the increased price of premium ramen far outpaces the increased cost for its ingredients. Compared to ordinary ramen, the price of premium ramen increased at a much higher increment than the cost for its ingredients. The cost of premium ramen's ingredients does not add up to the increased price per package. You're not getting what you paid for.
  5. 라면업체들이 고급 라면을 잇따라 출시하는 것은 가격을 인상하기 위한 꼼수다. The launch of premium ramen is just a ploy to raise the ramen price. The launch of premium ramen is just a marketing strategy to increase overall ramen price. The entrance of premium ramen into the market is a tactic to hike up ramen prices.
  6. 소비자들의 기호가 바뀌면서 고급 제품을 원하는 수요가 많아졌다. As consumers' tastes have gone upscale, consumers have stronger demand for premium ramen. As consumers' tastes have become more refined, the demand for high quality ramen has strengthened. There has been higher demand for premium ramen as consumers' tastes have become more polished.
  7. 선택의 폭이 넓어져서 라면 먹는 즐거움이 더 커졌다. Ramen consumers have wider options to choose from and thus have more fun. Consumers experience the enjoyment of choosing from a wide variety of ramen. Because of the range of ramen going far and beyond, consumers find more excitement in choosing their meal.
  8. 라면은 라면일 뿐 그렇다고 라면이 고급 요리가 되는 건 아니다. Ramen is just ramen. Ramen can never be a gourmet meal. Ramen is simply instant noodles. It can never be a delicacy. Ramen is not a luxurious meal. It will always just be ramen.