

GENERIC JOURNEY: LIFE WITHOUT BRAND NAMES



Could you survive without your favourite brand of cereal, peanut butter or ketchup? Are they really superior to their generic equivalents or just more expensive?

The ABC programme Good Morning America wanted to find out and they asked a family from New Jersey to collaborate in the experiment. Terri-Lynn Braun and her four kids, Ainsley, Joshua, Hunter and Rachel, agreed to spend a month away from their favourite brand products and this is what they have found out.

Video from ABC

Watch the programme and answer the questions:

1. How much did they save in just one shopping trip?

2. Which three products were sensibly more expensive than their generic equivalent?

3. Did they like these generic products? Put them in the right column of the chart according to what you hear.

spaghetti, cereal, oatmeal, coffee creamer, ketchup, soup, peanut butter, yoghurt, apple sauce, chicken nuggets, macaroni and cheese

They liked	They didn't like

4. At this rate, how much could they save a year by going generic?

5. Where has Mr Braun just come back from?

6. Who will they spend Thanksgiving with?

7. Will Terri-Lynn use generic products for Thanksgiving?
