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**Article :****Glico Promotes World Diabetes Day on Famous Dotonbori Billboard**

Directions: Read the following article aloud.

Check out Dotonbori's iconic "running man" by November 19 for five delectable low-sugar dishes from Osaka, recommended by food giant Glico.

On November 10, confectionary company Ezaki Glico introduced several reduced-sugar products to the menu of the Osaka Prefectural Government Cafeteria in Chuo-ku, Osaka City. In addition to its low-sugar ice cream, the company is offering "suitable sugar" set menus. Each of these meals contains 40 grams ( $\frac{1}{3}$  US cups) or less of sugar per serving.

Glico's new menus will be available until November 24, excluding weekends and holidays. Working with the prefectural government, Glico aims to raise diabetes [awareness](#) ahead of World Diabetes Day on November 14. World Diabetes Day is an international campaign to promote the treatment and prevention of diabetes.

**Osaka's VOS Strategy**

Glico designed two set menus that align with the prefectural government's efforts to promote vegetable consumption and reduced salt [intake](#). As a company representative explained, Glico wants "to spread [awareness](#) and understanding of suitable sugar levels." Through this initiative, the company hopes to expand sales of its SUNAO line of low-sugar foods, which has expanded to include pasta.

Both menus feature Osaka gourmet foods. The options are niku sui, udon noodles in a hot soup with beef, or tonpeiyaki, an omelet filled with shredded cabbage and pork. For dessert, both options include SUNAO's low-sugar vanilla ice cream. In designing its menus, Glico also incorporated elements of the prefectural government's VOS (vegetables, oil, and salt) strategy.

VOS [advocates](#) using [plenty of](#) vegetables and appropriate levels of oil and salt. The cafeteria is open to the general public, and each menu costs ¥900 JPY (around \$6 USD). Catering to an average of 200 people daily, the cafeteria is expected to serve 30-40 of these meals per day.

**Glico's Top Five Recommendations**

A prefectural government official explained, "Eating enough vegetables is not always easy. However, we hope that through this campaign, people will [come to understand](#) just how much vegetables they need."

Ezaki Glico will also promote healthy sugar levels on its famed running man billboard in Dotonbori, Osaka. While Osaka enjoys a culture of high-sugar, starchy foods, it also offers low-sugar dishes such as kani sukiyaki (crab hot pot) and yudofu (boiled tofu). From November 13-19, Glico will promote five low-sugar dishes from Osaka on the billboard in four languages to raise [awareness](#) of the city's healthier options.

## 2 Key phrases and vocabulary

Directions: First repeat after your tutor and then read aloud by yourself.

**1. awareness** (あるものに関する) 意識・認識・気づき・自覚、(意識のレベルとしての) 目覚め

Public [awareness](#) about environmental issues has led to increased recycling efforts worldwide.

**2. intake** 接種料、吸入量、入場者数、採用者数

The doctor recommended reducing caffeine [intake](#) to improve sleep quality.

**3. advocate** (意見などを) 主張する・推奨する・支持する・唱える、(法廷で) 弁護する

As a lawyer, he [advocates](#) for justice and fair treatment for all his clients.

**4. come to understand** 理解するに至る

Talking to different people helped me [come to understand](#) various perspectives on the issue.

**5. plenty of** たくさんの、たっぷりの、様々な、十分な

She has [plenty of](#) experience in marketing in the industry, spanning over a decade.

## 3 Questions

Directions: Read the questions aloud and answer them.

1. What types of low-sugar products did Ezaki Glico introduce at the Osaka Prefectural Government Cafeteria?
2. How does Glico plan to promote awareness of low-sugar dishes beyond the cafeteria setting?
3. Have you ever tried any low-sugar dishes? What was your experience like?
4. Do you think it's important for companies to promote healthier food options? Why or why not?
5. What do you think can be done to encourage more people to consume healthier meals in their daily lives?

## 4

## 日本語関連記事：

## 江崎グリコ、適正糖質のグルメ提供 世界糖尿病デーに合わせ大阪府庁食堂で

江崎グリコは11月10日、大阪府庁食堂（大阪市中央区）で同社の低糖アイスデザートに加え、1食分の糖質を40グラム以内にした「適正糖質」定食の提供を始めた。府と共同し、糖尿病の予防や治療を呼びかける14日の「世界糖尿病デー」に合わせて土日祝日を除く24日まで実施する。

府が推進する野菜摂取や減塩の取り組みと合わせ、2種類のオリジナル定食を企画した。同社の担当者は「適正糖質の認知や理解を広めたい」と説明。今回の取り組みを通じ、菓子だけでなくパスタなどにも商品を広げている低糖食品「スナオ」シリーズの拡販にもつなげたい考えだ。

食堂では「肉すい」「とん平焼き」の大阪グルメ定食に、デザートとしてスナオの低糖バニラアイスを提供。府が推進する「V. O. S.」（野菜たっぷり、適油、適塩）の要素も取り入れた。食堂は一般客も利用でき、価格はいずれも900円。

1日平均200人が利用する府庁食堂で、2メニュー合わせて1日30～40食を見込む。府の担当者は「野菜をたっぷり取るのは難しいが、必要な量に気づいてもらえたら」と話す。

一方、江崎グリコは大阪・道頓堀の巨大看板「グリコサイン」でも適正糖質を発信する。糖質の多い粉もん文化が楽しめる大阪だが、13～19日は4カ国語でかにすきや湯どうふなど適正糖質の関西グルメを5種類紹介し、訪日外国人客にも呼びかける。