

## Japan store starts selling drinkable mayonnaise

9th December 2024



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".

Sources: [dailymail.co.uk](https://www.dailymail.co.uk) / [independent.co.uk](https://www.independent.co.uk) / [yahoo.co.jp](https://www.yahoo.co.jp)

### Writing

Mayonnaise is the greatest of all condiments. Discuss.

### Chat

Talk about these words from the article.

mayonnaise / fans / convenience store / translate / condiment / beverage / label / sales / gauge / potential / vinegar / jury / social media / reviews / texture / niche

### True / False

- 1) All mayonnaise fans are savouring a new mayonnaise drink. T / F
- 2) The mayonnaise drink comes in garlic, cheese and cucumber flavours. T / F
- 3) A store said people had been waiting a long time for the drink. T / F
- 4) The store said the new mayonnaise drink was diluted mayonnaise. T / F
- 5) Japan's mayonnaise uses a different kind of vinegar to other mayos. T / F
- 6) A jury in a court is making a decision on the Nomu Mayo drink. T / F
- 7) The mayo drink has the same feeling on the tongue as mayonnaise. T / F
- 8) The mayo drink is aimed at a large section of the Japanese population. T / F

### Synonym Match

(The words in **bold** are from the news article.)

- |                      |                 |
|----------------------|-----------------|
| 1. <b>savour</b>     | a. affection    |
| 2. <b>chain</b>      | b. assess       |
| 3. <b>fondness</b>   | c. drink        |
| 4. <b>awaited</b>    | d. accumulated  |
| 5. <b>beverage</b>   | e. company      |
| 6. <b>gauge</b>      | f. watered down |
| 7. <b>ubiquitous</b> | g. enjoy        |
| 8. <b>garnered</b>   | h. feel         |
| 9. <b>texture</b>    | i. anticipated  |
| 10. <b>diluted</b>   | j. omnipresent  |

### Discussion – Student A

- a) What do you think about what you read?
- b) How well do you think Nomu Mayo will sell?
- c) How popular might Nomu Mayo be in your country?
- d) What do you think people are saying in reviews?
- e) What would you use instead of mayonnaise?
- f) What other condiments or dressings could become a drink?
- g) What is your favourite dressing, condiment and spread?
- h) What questions would you like to ask the makers of Nomu Mayo?

## Phrase Match

- |                                    |                                 |
|------------------------------------|---------------------------------|
| 1. a new product                   | a. is out                       |
| 2. one of the country's            | b. into the particular fondness |
| 3. Lawson has tapped               | c. dissolved in water           |
| 4. the creamy, egg-                | d. largest                      |
| 5. reproduced in this chilled      | e. potential                    |
| 6. gauge its                       | f. niche demographic            |
| 7. the jury                        | g. to savour                    |
| 8. It has gone                     | h. beverage                     |
| 9. the texture of mayonnaise       | i. viral on social media        |
| 10. a bold product aimed at a very | j. based condiment              |

## Discussion – Student B

- What do you think of mayonnaise?
- Is mayonnaise a condiment, a dressing or a spread?
- What can we use mayonnaise for?
- What do you think of a mayonnaise-flavoured drink?
- What's your favourite convenience store?
- What three adjectives best describe this story?
- Would you like to try Nomu Mayo?
- What advice would you give to the drink's makers?

## Spelling

- a new product to arsvou
- which steatsraln as "mayo drink"
- tapped into the particular fnesnosd
- the creamy, egg-based toncnmdie
- its new liquid eneehmrsfrt
- reproduced in this chilled begarvee
- a "test sales" phase to egagu its potential
- iqotiusbuu in and on Japanese meals
- reeqrnda very mixed reviews
- olvsseidd in water
- The taste didn't feel tidduel at all
- aimed at a very cihen demographic

### Answers – Synonym Match

1. g	2. e	3. a	4. i	5. c
6. b	7. j	8. d	9. h	10. f

## Role Play

### Role A – Mayonnaise

You think mayonnaise is the best sauce. Tell the others three reasons why. Tell them what is wrong with their sauces. Also, tell the others which is the worst of these (and why): tomato sauce, tabasco sauce or soy sauce.

### Role B – Tomato Sauce

You think tomato sauce is the best sauce. Tell the others three reasons why. Tell them what is wrong with their sauces. Also, tell the others which is the worst of these (and why): mayonnaise, tabasco sauce or soy sauce.

### Role C – Tabasco Sauce

You think tabasco sauce is the best sauce. Tell the others three reasons why. Tell them what is wrong with their sauces. Also, tell the others which is the worst of these (and why): tomato sauce, mayonnaise or soy sauce.

### Role D – Soy Sauce

You think soy sauce is the best sauce. Tell the others three reasons why. Tell them what is wrong with their sauces. Also, tell the others which is the worst of these (and why): tomato sauce, tabasco sauce or mayonnaise.

## Speaking – Sauces

Rank these with your partner. Put the best sauce at the top. Change partners often and share your rankings.

- |                |                        |
|----------------|------------------------|
| • Mayonnaise   | • Worcestershire sauce |
| • Tomato sauce | • Tabasco sauce        |
| • Soy sauce    | • Barbecue sauce       |
| • Tomato sauce | • Oyster sauce         |

### Answers – True False

1	F	2	F	3	T	4	F	5	T	6	F	7	F	8	F
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Answers to Phrase Match and Spelling are in the text.