Subway sues TV station for $210 million

21st March, 2017

creative commons via _BUBBY_ on flickr.com

The international sandwich chain Subway is suing the Canadian broadcaster CBC following a report that said the fast food giant's chicken was only half chicken. The CBC reported on one of its shows that Subway's oven roasted chicken contained only 53.6 per cent chicken, and that its chicken strips had just 42.8 per cent chicken. The show claimed the rest was a soy filler. The researchers stated that competing chains had considerably higher levels of meat in their chicken-based products. Subway announced: "We have issued a Notice of Action…against the Canadian Broadcasting Corporation that asks for $210 million in damages over allegations…that are defamatory and absolutely false."

Subway said it has made several attempts to dispute the claims of CBC. It said: "Despite our efforts to share the facts with the CBC about the high quality of our chicken and to express our strong objections to their inaccurate claims, they have not issued a retraction, as we requested." It added: "We do not know how they produced such unreliable and factually incorrect data….Producing high quality food for our customers is our highest priority." A CBC spokeswoman said the corporation was standing behind its investigation, its story and its reporters. She said: "We believe our journalism to be sound and there is no evidence that we've seen that would lead us to change our position."

Sources:
huffingtonpost.ca / businessinsider.com / marketwatch.com

Writing

Sandwiches are the best kind of fast food. Discuss.

Chat

Talk about these words from the article.

international / sandwich / chain / chicken / soy / meat / damages / allegations / attempts / facts / objections / data / high quality / highest priority / journalism

True / False

a) Subway is suing a TV station from the USA. T / F

b) The TV station said Subway's chicken was only half chicken. T / F

c) The TV show said half of Subway's chicken was filled with wheat. T / F

d) The show said Subway's competitors sold products with less chicken. T / F

e) Subway has made no attempts to dispute the claims. T / F

f) The TV station has not issued a retraction of its claims. T / F

g) Subway said producing high quality food was its highest priority. T / F

h) The TV station was confident its journalism on this story is sound. T / F

Synonym Match

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

1.	**international**	a.	untrue
2.	**half**	b.	included
3.	**contained**	c.	proof
4.	**rest**	d.	protests
5.	**false**	e.	fifty per cent
6.	**several**	f.	solid
7.	**objections**	g.	remainder
8.	**unreliable**	h.	global
9.	**sound**	i.	untrustworthy
10.	**evidence**	j.	various

Discussion – Student A

a) What do you think about what you read?

b) What is your favourite sandwich, and why?

c) How damaging would this be to Subway, if true?

d) Is "producing high quality food" or profit Subway's highest priority?

e) Who do you believe, and why?

f) How will the court decide who is right and who is wrong?

g) Who do you want to win this case, and why?

h) What questions would you like to ask the journalists?

Phrase Match

1. suing
2. the rest
3. considerably
4. $210 million in
5. allegations that are defamatory
6. it has made several attempts to
7. express our strong
8. our highest
9. We believe our journalism to be
10. that would lead us to change

a. our position
b. damages
c. priority
d. dispute the claims
e. was a soy filler
f. the Canadian broadcaster
g. sound
h. and absolutely false
i. objections
j. higher levels of meat

Discussion – Student B

a) What do you know about Subway?
b) What do you think about sandwiches?
c) Do you ever worry about the quality of fast food?
d) How can we make sure we are getting what we think we are?
e) How bad is it to have so much soy filler?
f) Why would the CBC make untrue claims about Subway?
g) What is the best fast food chain, and why?
h) What do you think of the amount of damages?

Spelling

1. Subway is inugs the Canadian broadcaster
2. oven sedarot chicken
3. poceignmt chains
4. olabcedrynsi higher levels of meat
5. ltsoaiaelgn that are defamatory
6. btysaoeull false
7. it has made several etmtpsat
8. express our strong toijeconbs
9. ntciacerua claims
10. lbraleunie and factually incorrect data
11. our highest rtriiopy
12. there is no ndevicee
    Subway is inugs the Canadian broadcaster

Role Play

Role A – Subway
You think Subway is the best restaurant chain. Tell the others three reasons why. Tell them what is wrong with their restaurants. Also, tell the others which is the worst of these (and why): McDonald's, Starbucks or Pizza Hut.

Role B – McDonald's
You think McDonald's is the best restaurant chain. Tell the others three reasons why. Tell them what is wrong with their restaurants. Also, tell the others which is the worst of these (and why): Subway, Starbucks or Pizza Hut.

Role C – Starbucks
You think Starbucks is the best restaurant chain. Tell the others three reasons why. Tell them what is wrong with their restaurants. Also, tell the others which is the worst of these (and why): McDonald's, Subway or Pizza Hut.

Role D – Pizza Hut
You think Pizza Hut is the best restaurant chain. Tell the others three reasons why. Tell them what is wrong with their restaurants. Also, tell the others which is the worst of these (and why): McDonald's, Starbucks or Subway.

Speaking – Chains

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

- Pizza Hut
- Krispy Kreme
- T.G.I. Friday's
- Kentucky Fried Chicken
- Subway
- McDonald's
- Starbucks
- Taco Bell

Answers – Synonym Match

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

Answers – True False

a	F	b	T	c	F	d	F	e	F	f	T	g	T	h	T

Answers to Phrase Match and Spelling are in the text.