**Rob**

Hello, I'm Rob…

**Feifei**

… and I'm Feifei and this is The English We Speak. Hold on… Rob, are you eating?!

**Rob**

I am. Would you like a crisp? They're cheese and onion flavour.

**Feifei**

Oh go on then – oh, I see you've eaten most of them, but I'll have the last one, shall I?

**Rob**

Actually Fefei, there weren't many crisps to start with – it's this 'shrinkflation'.

**Feifei**

Shrinkflation – I guess that's the opposite of 'inflation'?

**Rob**

That's correct – inflation is where prices rise, or the size of things get bigger – they inflate – like a balloon. But with shrinkflation things get smaller – but not the physical size of things, it's the quantity of something.

**Feifei**

I see. So the crisp packet is the same size, but the number of crisps inside has been reduced.

**Rob**

That's right. Let's hear some examples of other people using the word 'shrinkflation'…

**Examples**

I paid the same price for this chocolate bar as I always have, but when I unwrapped it, it was smaller – I guess that's shrinkflation!

It appears lots of brands are practising shrinkflation these days, probably to cut costs and maximise their profits.

I don't believe it! There used to be 20 biscuits in the packet, but now shrinkflation means there are only 16!

**Feifei**
So shrinkflation is where the quantity of something is reduced. Why does this happen Rob?

**Rob**
Well, it's a marketing trick – it's so a manufacturer does not put up the price of a product, but just reduces the cost of making it by putting less inside – but we think we're getting the same amount.

**Feifei**
Clever! It's the same these days with chocolate bars, packets of cereals…

**Rob**
… and BBC Learning English programmes.

**Feifei**
What?

**Rob**
Yes, even this programme is affected by shrinkflation – there's less in it – even though our listeners might think they're getting the same amount. Come on it's time to go.

**Feifei**
Really? This programme seems to go on for longer than ever.

**Both**
Bye!