

## 新闻 78

McDonald's is phasing out self-serve soda machines, and the internet isn't happy

【342 词】

【文本难度(蓝思值)】 810L - 1000L

【语速】 174WPM

【综合难度评级 3 星】 ★★★☆☆

Are soda fountains fizzling out?

Conversations are bubbling online over McDonald's and their plans to completely phase out self-serve soda machines over the next six years.

Okay, so say goodbye to these things.

While Mickey D's first announced these plans back in 2023, thirsty customers are now starting to notice.

They don't have a fountain drink machine anymore.

They get you your drinks.

Going and getting your meal and then going over and picking your soda was part of the experience.

It's not clear how many of their more than 38,000 locations still have the self-service machines, but McDonald's says it's on course to complete the transition to behind-the-counter soda service by 2032.

Is it kind of sad?

Oh yeah, for me personally, yeah. Gosh, I've been a heavy user of self-serve drink stations. I'm a Diet Coke addict.

Editor-in-chief of Restaurant Business, Jonathan Maze, says he understands the

online reaction.

This thing that we had, like, you would get the ultimate amount of control on how much you wanted to drink, and it was a great bargain.

You could mix match, you could do all sorts of things with it, and now you really can't.

Some customers speculating theft is the reason Mickey D's is pulling the plug. Apparently, too many people are going back to the well. You used to be able to walk into McDonald's, ask for a water cup, you take that water cup and get any drink you want.

In light of the recent buzz on social media, McDonald's says the change is to ensure a consistent, high-quality experience for customers and crew across all ordering channels—whether that's McDelivery, the app, kiosk, drive-thru, or in-restaurant.

The classic soda fountain has long been a favorite of the fast-food faithful.

Quarter Pounder, French fries, and a Coke.

At the center of that iconic McDonald's nostalgia/

Take your first taste now at McDonald's.

Even inspiring miniature toy versions: Fisher-Price introduces the McDonald's soda fountain.

But the real-life version is going dry as the Golden Arches cut back on customer control.

1. Are soda fountains fizzling out?

汽水饮料机正在走向消失吗？

2. Conversations are bubbling online over McDonald's and their plans to completely phase out self-serve soda machines over the next six years.

围绕麦当劳计划在未来六年内彻底淘汰自助汽水机的话题，正在网上持续发酵。

3. Okay, so say goodbye to these things.

好了，看来大家要这些东西说再见了。

4. While Mickey D's first announced these plans back in 2023, thirsty customers are now starting to notice.

虽然“麦记”早在 2023 年就首次公布了这一计划，但如今爱喝饮料的顾客才开始真正注意到变化。

5. They don't have a fountain drink machine anymore.

他们已经没有自助饮料机了。

6. They get you your drinks.

现在饮料由员工帮你拿。

7. Going and getting your meal and then going over and picking your soda was part of the experience.

过去拿完餐再去自己接饮料，本来就是用餐体验的一部分。

8. It's not clear how many of their more than 38,000 locations still have the self-service machines, but McDonald's says it's on course to complete the transition to behind-the-counter soda service by 2032.

目前还不清楚在麦当劳全球超过 3.8 万家门店中，还有多少保留着自助饮料机，但麦当劳表示，预计将在 2032 年前完成向柜台后饮料服务的全面转型。

9. Is it kind of sad?

会有点伤感吗？

10. Oh yeah, for me personally, yeah. Gosh, I've been a heavy user of self-serve drink stations. I'm a Diet Coke addict.

当然了，至少对我个人来说是的。天哪，我一直都特别依赖这种自助饮料区，我简直是健怡可乐重度爱好者。

11. Editor-in-chief of Restaurant Business, Jonathan Maze, says he understands the online reaction.

《Restaurant Business》主编 Jonathan Maze 表示，他理解网友们的反应。

12. This thing that we had, like, you would get the ultimate amount of control on how much you wanted to drink, and it was a great bargain.

过去这种模式让你可以完全掌控自己想喝多少，而且性价比特别高。

13. You could mix match, you could do all sorts of things with it, and now you really can't.

你可以混搭各种饮料，想怎么玩都行，但现在已经不行了。

14. Some customers speculating theft is the reason Mickey D's is pulling the plug.

一些顾客猜测，偷饮料现象才是麦当劳决定叫停自助饮料机的原因。

15. Apparently, too many people are going back to the well.

显然，有太多人不断去续杯了。

16. You used to be able to walk into McDonald's, ask for a water cup, you take that water cup and get any drink you want.

以前你可以走进麦当劳，要一个装水的杯子，然后拿它去接任何你想喝的饮料。

17. In light of the recent buzz on social media, McDonald's says the change is to ensure a consistent, high-quality experience for customers and crew across all

ordering channels—whether that's McDelivery, the app, kiosk, drive-thru, or in-restaurant.

针对最近社交媒体上的热议，麦当劳表示，此次调整是为了确保顾客和员工在所有点餐渠道——无论是 **McDelivery**、**App**、自助点餐机、得来速还是店内——都能获得一致且高质量的体验。

**18. The classic soda fountain has long been a favorite of the fast-food faithful.**

经典汽水机长期以来一直深受快餐忠实消费者喜爱。

**19. Quarter Pounder, French fries, and a Coke.**

四分之一磅牛肉堡、薯条，再来一杯可乐。

**20. At the center of that iconic McDonald's nostalgia.**

这正是麦当劳经典怀旧感的核心。

**21. Take your first taste now at McDonald's.**

现在就来麦当劳尝上第一口吧。

**22. Even inspiring miniature toy versions: Fisher-Price introduces the McDonald's soda fountain.**

它甚至还催生了玩具迷你版：**Fisher-Price** 推出了麦当劳汽水机玩具。

**23. But the real-life version is going dry as the Golden Arches cut back on customer control.**

但随着“金色拱门”逐渐削减顾客的自主选择权，现实中的汽水机也正在慢慢消失。

- |                       |                         |                     |
|-----------------------|-------------------------|---------------------|
| 1. fizzle out         | 13. Editor-in-chief     | 26. kiosk           |
| 2. bubble             | 14. ultimate            | 27. drive-thru      |
| 3. phase out          | 15. bargain             | 28. in-restaurant   |
| 4. self-serve         | 16. mix match           | 29. the fast-food   |
| 5. Mickey D's         | 17. all sorts of        | faithful            |
| 6. fountain drink     | 18. speculate           | 30. Quarter Pounder |
| machine               | 19. pull the plug       | 31. iconic          |
| 7. self-service       | 20. Apparently          | 32. nostalgia       |
| 8. on course          | 21. go back to the well | 33. miniature       |
| 9. behind-the-counter | 22. In light of         | 34. Fisher-Price    |
| 10. personally        | 23. buzz                | 35. go dry          |
| 11. heavy user        | 24. ordering channel    | 36. Golden Arches   |
| 12. Diet Coke         | 25. McDelivery          | 37. cut back on     |

### 1. fizzle out

UK /'fɪzl aʊt/ US /'fɪzl aʊt/

phrasal verb (短语动词)

逐渐消失；不了了之

例句: Public interest in the campaign quickly fizzled out after the initial excitement.

最初的热度过后，公众对这场活动的兴趣很快减弱了。

例句: Negotiations eventually fizzled out without reaching an agreement.

谈判最终无果而终。

### 2. bubble

UK /'bʌbl/ US /'bʌbl/

verb (动词)

热议；沸腾；迅速传播

例句: Rumors about the company's restructuring began bubbling online overnight.

关于公司重组的传闻一夜之间在网上迅速发酵。

例句: Excitement continued to bubble across social media ahead of the launch.

产品发布前，社交媒体上的讨论热度持续升温。

### 3. phase out

UK /feɪz aʊt/ US /feɪz aʊt/

phrasal verb (短语动词)

逐步淘汰

例句: The company plans to phase out older models over the next decade.

该公司计划在未来十年逐步淘汰旧型号。

例句: Several countries are attempting to phase out coal-fired power plants.

多个国家正尝试逐步淘汰燃煤电厂。

---

### 4. self-serve

UK /ˌself 'sɜːv/ US /ˌself 'sɜːrv/

adjective (形容词)

自助式的

例句: The restaurant introduced self-serve kiosks to reduce waiting times.

这家餐厅引入了自助点餐机以减少等待时间。

例句: Self-serve beverage stations became increasingly popular in fast-food chains.

自助饮料区在快餐连锁店中越来越受欢迎。

---

### 5. Mickey D's

UK /ˌmɪki 'diːz/ US /ˌmɪki 'diːz/

proper noun (专有名词)

“麦记”，麦当劳的口语昵称

例句: Many teenagers still see Mickey D's as a convenient late-night option.

许多年轻人仍把“麦记”视为深夜便利选择。

例句: Mickey D's has become deeply embedded in global pop culture.

“麦记”已经深深融入全球流行文化。

---

### 6. fountain drink machine

UK /'faʊntən drɪŋk məˌʃiːn/ US /'faʊntən drɪŋk məˌʃiːn/

noun phrase (名词短语)

汽水饮料机；自助饮料机

例句: Customers lined up near the fountain drink machine during lunch hour.

午餐高峰时，顾客在自助饮料机旁排队。

例句: The restaurant removed its fountain drink machines during renovations.

这家餐厅在翻修期间移除了自助饮料机。

---

### 7. self-service

UK /ˌself 'sɜːvɪs/ US /ˌself 'sɜːrvɪs/

adjective (形容词)

自助式的

例句: Self-service checkout systems are becoming more common in supermarkets.

超市里的自助结账系统越来越普遍。

例句: The company expanded its self-service ordering options through mobile apps.

该公司通过手机应用扩大了自助点餐选项。

---

### 8. on course

UK /ɒn kɔːs/ US /ɑːn kɔːrs/

adjective phrase (形容词短语)

按计划进行；进展顺利

例句: The project remains on course despite recent delays.

尽管近期出现延误，该项目仍按计划推进。

例句: Officials say the transition is on course for completion next year.

官员表示，这项转型有望于明年按计划完成。

---

### 9. behind-the-counter

UK /bɪˌhaɪnd ðə 'kaʊntə(r)/ US /bɪˌhaɪnd ðə 'kaʊntər/

adjective (形容词)

柜台后的；由员工提供的

例句: The chain shifted to

behind-the-counter beverage service to improve efficiency.

这家连锁店改为柜台后饮料服务以提升效率。

例句: Behind-the-counter medication often requires staff assistance.

柜台后药品通常需要工作人员协助获取。

---

### 10. personally

UK /'pɜːsənəli/ US /'pɜːrsənəli/

adverb (副词)

就我个人而言

例句: Personally, I think the company underestimated customer attachment to the product.

就我个人而言，我认为公司低估了顾客对该产品的情感依赖。

例句: He said he was personally disappointed by the decision.

他说自己对这一决定感到失望。

### 11. heavy user

UK /,hevi 'ju:zə(r)/ US /,hevi 'ju:zər/

noun phrase (名词短语)

重度使用者

例句: Heavy users of the platform noticed the changes almost immediately.

该平台的重度用户几乎立刻注意到了变化。

例句: The company relies heavily on heavy users for customer engagement.

该公司在很大程度上依赖重度用户维持用户活跃度。

---

### 12. Diet Coke

UK /,daɪət 'kəʊk/ US /,daɪət 'kəʊk/

proper noun (专有名词)

健怡可乐, 可口可乐旗下低糖饮料

例句: Diet Coke remains one of the brand's most recognizable products.

健怡可乐仍是该品牌最具代表性的产品之一。

例句: Some consumers prefer Diet Coke because of its lower sugar content.

一些消费者因含糖量较低而偏爱健怡可乐。

---

### 13. Editor-in-chief

UK /,edɪtə(r) ɪn 'tʃi:f/ US /,edɪtər ɪn 'tʃi:f/

noun (名词)

总编辑

例句: The editor-in-chief defended the publication's editorial stance.

总编辑为该刊物的编辑立场进行了辩护。

例句: She became editor-in-chief after more than a decade in journalism.

她在新闻行业工作十多年后成为总编辑。

---

### 14. ultimate

UK /'ʌltɪmət/ US /'ʌltɪmət/

adjective (形容词)

最大的; 终极的

例句: Consumers want the ultimate level of convenience from digital services.

消费者希望数字服务提供最大的便利性。

例句: The device was marketed as the ultimate travel companion.

这款设备被宣传为“终极旅行伴侣”。

---

### 15. bargain

UK /'bɑ:gɪn/ US /'bɑ:rgɪn/

noun (名词)

划算的交易; 超值商品

例句: Many customers considered the meal deal a bargain.

许多顾客认为这份套餐非常划算。

例句: At that price, the product was widely viewed as a bargain.

以那个价格来看, 这款产品被普遍认为非常超值。

---

### 16. mix match

UK /mɪks mətʃ/ US /mɪks mətʃ/

verb phrase (动词短语)

混搭; 自由组合

例句: Customers could mix and match flavors to create customized drinks.

顾客可以自由混搭口味, 制作定制饮料。

例句: The promotion allowed shoppers to mix and match selected products.

这项促销允许顾客自由组合指定商品。

---

### 17. all sorts of

UK /ɔ:l sɔ:ts əv/ US /ɔ:l sɔ:rts əv/

determiner phrase (限定词短语)

各种各样的

例句: The internet was flooded with all sorts of reactions to the announcement.

网络上充斥着对这一声明的各种反应。

例句: Tourists encountered all sorts of difficulties during the trip.

游客在旅途中遇到了各种问题。

---

### 18. speculate

UK /'spekjuleɪt/ US /'spekjuleɪt/

verb (动词)

猜测; 推测

例句: Analysts speculate that the company is trying to cut operational costs.

分析人士猜测该公司正在削减运营成本。

例句: People began to speculate about the reasons behind the sudden policy change.

人们开始猜测这项政策突然改变的原因。

---

### 19. pull the plug

UK /pʊl ðə plʌg/ US /pʊl ðə plʌg/

verb phrase (动词短语)

终止; 叫停

例句: The company decided to pull the plug on the underperforming project.

公司决定终止这个表现不佳的项目。

例句: Investors threatened to pull the plug unless major changes were made. 投资者威胁称, 除非进行重大调整, 否则将停止支持。

---

### 20. Apparently

UK /ə'pærəntli/ US /ə'pærəntli/

adverb (副词)

显然; 据说

例句: Apparently, the changes had been discussed internally for months.

据说这些变化已经在公司内部讨论了数月。

例句: Apparently, demand for the product exceeded expectations.

显然, 这款产品的需求超出了预期。

---

### 21. go back to the well

UK /gəʊ bæk tə ðə wel/ US /goʊ bæk tə ðə wel/

verb phrase (动词短语)

反复索取; 不断回来拿同样的东西

例句: Customers kept going back to the well for free refills throughout the day.

顾客整天不断回来续杯。

例句: The company worried that users would continue going back to the well without limits.

公司担心用户会无限制地反复薅羊毛。

---

### 22. In light of

UK /ɪn laɪt əv/ US /ɪn laɪt əv/

prepositional phrase (介词短语)

鉴于; 考虑到

例句: In light of recent complaints, the company revised its return policy.

鉴于近期投诉, 公司修改了退货政策。

例句: In light of safety concerns, the event was postponed indefinitely.

考虑到安全问题, 活动被无限期推迟。

---

### 23. buzz

UK /bʌz/ US /bʌz/

noun (名词)

热议; 话题热度

例句: The product generated significant buzz before its official release.

该产品在正式发布前引发大量热议。

例句: Social media buzz helped drive customer interest.

社交媒体热度帮助提升了消费者兴趣。

---

### 24. ordering channel

UK /'ɔːdəɪŋ ˌtʃænl/ US /'ɔːrdəɪŋ ˌtʃænl/

noun phrase (名词短语)

点餐渠道

例句: The restaurant aims to provide a consistent experience across every ordering channel.

该餐厅希望在所有点餐渠道提供一致体验。

例句: Digital ordering channels have become increasingly important for fast-food chains.

数字点餐渠道对快餐连锁店越来越重要。

---

### 25. McDelivery

UK /məkdɪ'lɪvəri/ US /məkdɪ'lɪvəri/

proper noun (专有名词)

麦当劳外送服务

例句: McDelivery orders surged during the pandemic.

疫情期间, 麦当劳外送订单激增。

例句: The company expanded McDelivery services to smaller cities.

该公司将麦当劳外送服务扩展到较小城市。

---

### 26. kiosk

UK /'kiːɒsk/ US /'kiːɑːsk/

noun (名词)

自助终端机; 信息亭

例句: Customers can place their orders directly through the kiosk.

顾客可以直接通过自助终端下单。

例句: The airport installed digital kiosks to speed up check-in procedures.

机场安装了数字终端机以加快值机流程。

---

### 27. drive-thru

UK /ˌdraɪv 'θruː/ US /ˌdraɪv 'θruː/

noun (名词)

得来速；汽车穿梭点餐服务

例句: The drive-thru remained busy late into the night. 得来速窗口一直忙到深夜。

例句: Many customers now prefer drive-thru service for convenience.

许多顾客如今因方便而偏爱得来速服务。

---

### 28. in-restaurant

UK /ɪn 'restɒrənt/ US /ɪn 'restɹɑːnt/

adjective (形容词)

店内的

例句: The chain introduced new in-restaurant ordering systems.

这家连锁店推出了新的店内点餐系统。

例句: In-restaurant traffic has gradually recovered since last year.

自去年以来，店内客流已逐渐恢复。

---

### 29. the fast-food faithful

UK /ðə ˌfɑːst fuːd 'feɪθfl/ US /ðə ˌfæst fuːd 'feɪθfl/

noun phrase (名词短语)

快餐忠实消费者

例句: The product quickly became popular among the fast-food faithful.

这款产品迅速受到快餐忠实消费者欢迎。

例句: The fast-food faithful reacted strongly to the menu changes.

快餐忠实消费者对菜单调整反应强烈。

---

### 30. Quarter Pounder

UK /ˌkwɔːtə 'paʊndə(r)/ US /ˌkwɔːrtər 'paʊndər/

proper noun (专有名词)

“四分之一磅牛肉堡”，麦当劳汉堡产品

---

### 31. iconic

UK /aɪˈkɒnɪk/ US /aɪˈkɑːnɪk/

adjective (形容词)

标志性的；经典的

例句: The company's logo has become an iconic symbol worldwide.

该公司的标志已成为全球性的经典符号。

例句: The film features several iconic scenes recognized by audiences everywhere.

这部电影包含多个广为人知的经典场景。

---

### 32. nostalgia

UK /nɒ'stældʒə/ US /nə'stældʒə/

noun (名词)

怀旧；怀旧情绪

例句: The advertisement relied heavily on nostalgia to attract older consumers.

这则广告大量利用怀旧情绪吸引年长消费者。

例句: Childhood nostalgia often influences consumer behavior.

童年怀旧情绪常常影响消费者行为。

---

### 33. miniature

UK /ˈmɪniətʃə(r)/ US /ˈmɪniətʃər/

adjective (形容词)

微型的；缩小版的

例句: The museum displayed miniature versions of historical landmarks.

博物馆展出了历史地标的微型模型。

例句: Collectors were eager to purchase the miniature replica.

收藏者争相购买这个微型复制品。

---

### 34. Fisher-Price

UK /ˌfɪʃə 'praɪs/ US /ˌfɪʃər 'praɪs/

proper noun (专有名词)

费雪，美国玩具品牌

例句: Fisher-Price is widely recognized for its children's educational toys.

费雪因儿童益智玩具而广为人知。

例句: Several generations grew up playing with Fisher-Price products.

好几代人都是玩着费雪玩具长大的。

---

### 35. go dry

UK /gəʊ draɪ/ US /goʊ draɪ/

verb phrase (动词短语)

停供；枯竭；不再提供饮料

例句: The beverage station went dry shortly after the lunch rush began.

午餐高峰开始后不久，饮料区就空了。

例句: Some bars were forced to go dry during supply shortages.

部分酒吧在供应短缺期间被迫停供酒水。

---

### 36. Golden Arches

UK /ˌgəʊldən 'ɑ:tʃɪz/ US /ˌgoʊldən 'ɑ:rtʃɪz/

proper noun (专有名词)

“金色拱门”，麦当劳品牌昵称

例句：The Golden Arches remain one of the most recognizable symbols in fast food.

“金色拱门”仍是快餐行业最具辨识度的符号之一。

例句：The Golden Arches have expanded into markets across the globe.

“金色拱门”已扩展至全球多个市场。

### 37. cut back on

UK /kʌt bæk ɒn/ US /kʌt bæk ɑ:n/

phrasal verb (短语动词)

削减；减少

例句：The company plans to cut back on operating expenses next year.

该公司计划明年削减运营开支。

例句：Many consumers are trying to cut back on sugary drinks.

许多消费者正努力减少含糖饮料摄入。