

Interview Card

Private-Brand Products

Many large supermarkets in Japan are selling their own products. These are called private-brand products, and many of them are not as popular as famous brand-name products. However, private-brand products are sometimes as good as them and are usually less expensive, so private-brand products are attracting more attention. Various businesses are closely watching this trend.

Your story should begin with this sentence: **One morning, Mr. Sato showed his wife an advertisement in the newspaper.**



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