

For questions 9-16, read the text below and think of the word which best fits each gap. Use only one word in each gap. There is an example at the beginning (0). In the exam, write your answers **IN CAPITAL LETTERS** on the separate answer sheet.

**Example: FOR**

## Brewing our own beer

My friend Matt and I run a small soft drink store in our town. We did a fair share of market research and it turned out that there was a huge demand **0** \_\_\_\_\_ home-made beer and other fermented drinks like cider. Moreover, since the target audience was willing to pay more, we could set **9** \_\_\_\_\_ prices. As we had planned to expand our business, this seemed to be the most logical evolution.

The major part of our budget went **10** \_\_\_\_\_ buying everything necessary to brew our own drinks. What we didn't know **11** \_\_\_\_\_ that marketing expenses can sometimes exceed all others. Finding the right place with enough **12** \_\_\_\_\_ to fit all the equipment proved to be a challenge as well. **13** \_\_\_\_\_ first, we were looking for a place in the city. Then we realised that we could move production out of town, and this task became much **14** \_\_\_\_\_.

Once we had the brewery going, the problem of distribution arose. At the time, Matt was the only person who could drive a delivery truck, so until we found a replacement for him, he had to work without days **15** \_\_\_\_\_ for almost a month. Thankfully, eventually the right guy turned **16** \_\_\_\_\_, which meant that we could finally focus on the managerial aspect of our business.

## Answers and explanations

9. **Higher.** Remember that prices can be high or low, not cheap or expensive. Note how 'better prices' would be a more subjective description and it could be interpreted in many ways, e.g. more competitive or more accessible prices.
10. **To.** If your money goes to something, it means that this is what it gets spent on, e.g. 'Most of my salary goes to rent and groceries'.
11. **Was.** A good example of a cleft sentence that is used to add a bit of emphasis, starting the sentence with 'what'.
12. **Room/Space.** The context suggests that the place has to be big enough to accommodate all the necessary equipment and ingredients for a brewery. Both words work well here. Remember, that in FCE Use of English Part 2 you are not always restricted to using just one right word – a certain degree of variation is sometimes acceptable.
13. **At.** An introductory phrase with a meaning that is very close to 'at the beginning'.
14. **Easier/Simpler.** The context makes it clear that the task of finding the right place in the city was quite difficult, and the contrast from this part of the sentence suggests the usage of an adjective with the opposite meaning.
15. **Off.** A day off is a day that is not spent at work. Since they had only one person who could do delivery, it meant that the person had to work every single day, without any breaks.
16. **Up.** If somebody turns up, it means they appear, especially if they had been expected. This phrasal verb is very similar to 'show up'.