

Chocolate

Having a good sense of taste is as important to Cadbury, a world-famous chocolate brand, as legs are to a top footballer. The company has had one of their scientists' taste buds insured for 1 million pounds. The scientist works as part of a 300-strong team of inventors in the innovation kitchen in Birmingham. The company says that her expert taste buds are essential for making sure that all of Cadbury's new creations meet its highest standards. The terms of the insurance state that she is not allowed to take up sword swallowing, eat fugu fish, or the hottest of chili peppers. None of these sound more appealing than getting paid to taste chocolate!

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