

Coffee Ad Clues Answer Key

Fact Statements:

- *FreshBrew Coffee Pods are compatible with all major single-serve machines.* (This can be tested/verified with machines.)
- *Each pod contains 100% ethically sourced beans.* (A verifiable production claim.)
- *Our pods brew in under one minute.* (Measurable with timing.)
- *With over 50 flavors to choose from...* (Countable, factual detail.)

Opinion Statements:

- *FreshBrew tastes smoother and richer than any other brand.* (Taste is subjective.)
- *FreshBrew is the ultimate coffee experience!* (Exaggerated persuasive claim.)
- *FreshBrew is the fastest-growing choice for coffee lovers.* (Persuasive wording—"fastest-growing" may be measurable, but "for coffee lovers" makes it promotional and not purely factual without data cited.)

Teacher Notes:

- Clarify that advertisers often blend facts with opinions to **convince the audience**.
- Encourage students to look for **clue words**: opinions often use "best," "ultimate," or comparisons like "better than."
- Extension activity: Students can bring in a real ad (print or digital), highlight one fact and one opinion, and share with the class.