

**crunch**

1. [krʌntʃ] *n*
  1. хруст; скрип, треск
  2. *разг.* решающий момент, перелом; кризисная ситуация  
to come to the /a/ crunch - приближаться к развязке  
when the crunch came - когда наступил решающий момент  
in the crunch - в кризисной ситуации
  3. (the crunch) *фин.* ограничение кредита
2. [krʌntʃ] *v*
  1. 1) грызть с хрустом  
the dog was crunching a bone - собака грызла кость  
to crunch biscuit [toasts] - грызть сухое печенье [поджаренный хлеб]
  - 2) хрустеть (*на зубах*)
  2. 1) раздавливать  
our feet crunched the gravel - у нас под ногами хрустел гравий
  - 2) скрипеть, хрустеть (*под ногами, колёсами*)  
the snow crunched under the wheels - снег скрипел под колёсами

**crunch**  
**crunch** [crunch crunches crunched crunching] *noun, verb, adjective* BrE [krʌntʃ]

Oxford Advanced Learners Dictionary 8th Ed.

" *NAmE* [krʌntʃ] "

**noun**

1. **countable, usually singular** a noise like the sound of sth firm being crushed
  - the crunch of feet on snow
  - The car drew up with a crunch of gravel
2. **the crunch singular (informal)** an important and often unpleasant situation or piece of information
  - **The crunch came** when she returned from America.
  - He always says he'll help but **when it comes to the crunch** (= when it is time for action) he does nothing.
  - The crunch is that we can't afford to go abroad this year.
3. **countable, usually singular (especially NAmE)** a situation in which there is suddenly not enough of sth, especially money
  - a **budget/energy/housing crunch**
  - Higher grain prices are putting a crunch on cattle feeders.
4. **countable =** ↑sit-up

Word Origin:

early 19th cent. (as a verb): variant of 17th-cent. cranch (probably imitative), by association with ↑crush and ↑munch.

Example Bank:

- Sunday's crunch game with Leeds.
- The car ran into the back of the lorry with a loud crunch.
- The crunch came when she returned from America.
- The snow gave a crunch as we stepped onto it.
- There was a sickening crunch as the bone snapped.

Derived ↑crunch something up

**verb**

1. **transitive, intransitive ~ (on) sth** to crush sth noisily between your teeth when you are eating
  - She crunched her apple noisily.
2. **intransitive, transitive ~ (sth)** to make or cause sth to make a noise like sth hard being crushed  
**Syn:** ↑scrunch
  - The snow crunched under our feet.
3. **intransitive + adv./prep.** to move over a surface, making a loud crushing noise
  - I crunched across the gravel to the front door.
4. **transitive ~ sth (computing)** to deal with large amounts of data very quickly
  - We are waiting for the results officials who are still crunching numbers.

**see also** ↑number crunching

Verb forms:

verb forms	
present simple	
I / you / we / they	crunch
	BrE /krʌntʃ/
	NAmE /krʌntʃ/
he / she / it	crunches
	BrE /krʌntʃɪz/
	NAmE /krʌntʃɪz/
past simple, past participle	crunched
	BrE /krʌntʃt/
	NAmE /krʌntʃt/
-ing form	crunching
	BrE /krʌntʃɪŋ/
	NAmE /krʌntʃɪŋ/

Word Origin:

early 19th cent. (as a verb): variant of 17th-cent. cranch (probably imitative), by association with ↑crush and ↑munch.

Example Bank:

- He was crunching loudly on an apple
- Snow crunched underfoot
- He was crunching on a piece of toast.

adjective only before noun (informal)

a crunch meeting, sports game, etc. is very important and may be the last chance to succeed

- Sunday's crunch game with Leeds
- The Agriculture Secretary goes into a crunch meeting with senior ministers in Brussels tomorrow.

Word Origin:

early 19th cent. (as a verb): variant of 17th-cent. cranch (probably imitative), by association with ↑crush and ↑munch.

**crunch**

Longman DOCE 5th Ed. (En-En)

I. **crunch**<sup>1</sup> /krʌntʃ/ BrE <sup>ˈ</sup> AmE <sup>ˈ</sup> noun

1. [singular] a noise like the sound of something being crushed:

The only sound was the crunch of tyres on gravel.

2. [countable, singular] *American English* a difficult situation caused by a lack of something, especially money or time:

Three new teachers were hired to help ease the crunch.

cash/budget/financial etc crunch

Cost cutting had enabled the organization to survive a previous cash crunch.

3. **the crunch** (also **crunch time** *American English*) an important time, especially one when a difficult decision has to be made:

The crunch came when my bank asked for my credit card back.

When it came to the crunch, she couldn't agree to marry him.

4. [countable] an exercise in which you lie on your back and lift your head and shoulders off the ground to make your stomach muscles strong **SYN sit-up**

II. **crunch**<sup>2</sup> BrE <sup>ˈ</sup> AmE <sup>ˈ</sup> verb

[Date: 1800-1900; Origin: cranch 'to crunch' (17-19 centuries), probably from the sound; influenced by munch]

1. [intransitive] to make a sound like something being crushed:

Their boots crunched loudly on the frozen snow.

2. [intransitive always + adverb/preposition, transitive] to eat hard food in a way that makes a noise

crunch on

The dog was crunching on a bone.

3. **crunch (the) numbers** to do a lot of calculations in order to find an answer:

The computer will crunch all the numbers to determine the final score.

**crunch**

Freakuency Pack

12500 **4877**<sup>MCW</sup>

15000 **3778**<sup>COCA</sup>

RANGE: **4k CRUNCH** <sup>5542</sup>

crunch <sup>2798</sup>

crunched <sup>510</sup>

crunching <sup>800</sup>

crunches <sup>528</sup>

crunchy <sup>889</sup>

crunchier <sup>11</sup>

crunchiest <sup>0</sup>

crunchiness <sup>6</sup>

COCA 500k Unlemmatized

1754 **12619**<sup>2215</sup> *nn1*

338 **36771**<sup>390</sup> *vv0*

169 **57152**<sup>173</sup> *vvi*

15 **177877**<sup>20</sup> *np1*