Present Progressive

Ben is walking to school now.

Nick and Debbie are drinking orange juice now.

I am waiting for the bus now.

----------[no –ing form]----------

----------[no –ing form]----------

----------[no –ing form]----------

Simple Present

Ben walks to school every day.

They drink orange juice every morning.

I wait for the bus every morning.

I **know** Ben's telephone number.

Ben's grandmother **hates** football.

Ben **loves** MacDonald's food.

Verbs (normally) not used in the present progressive:

like	**love**	**hate**	**[Zustände; Meinungen; Gefühle]**
see	**hear**	**know**	**[Sinneswahrnehmungen]**
be			**[Zustände]**

But why MacDonald's slogan "I'm loving it" ? Is it grammatically correct?