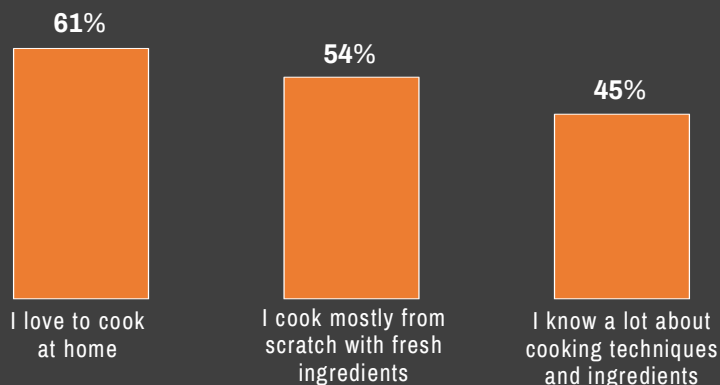


# WHAT DOES IT MEAN TO “COOK FROM SCRATCH”?

## Attitudes Toward Cooking & Cooking Techniques (Top 2 box—Strongly/Somewhat Agree)

Culturally, American consumers tend to agree that the **best** meal — the healthiest, tastiest, and most emotionally and physically satisfying — is a **freshly cooked homemade meal**.

But what constitutes a homemade, **cooked-from-scratch** meal?



## THE COOKED-FROM-SCRATCH SPECTRUM



### 0% scratch

No preparation involved at all (e.g., microwave dinner)

Assembled dinner from pre-made parts but added some cooking (e.g., canned soup and sandwich)

Used a meal helper to make a quick side or main dish (e.g., boxed mac & cheese)

Added own meat, veggies, or creative touch to convenience food (e.g., adding fresh vegetables to jarred pasta sauce)

Cooked key elements of meal from whole ingredients but not labor/skill-intensive items like bread, pasta, etc. (e.g., making own pasta sauce and meatballs)

### 100% scratch

All aspects of meal cooked from fresh and whole ingredients (e.g., making own bread, pasta)

Source: [Transformation of the American Meal 2017](#) report, The Hartman Group