



Food preparation is regarded as a valuable activity in modern food culture. Driven by memories of their mothers' cooking and the central role of food in culture today, consumers still celebrate the value of food preparation, attributing it with both **EMOTIONAL** and **FUNCTIONAL** benefits.



VALUE OF FOOD PREPARATION TO:

Emotional

- Display love and affection
- Enact parental or spousal responsibility
- Demonstrate culinary prowess and hone skill
- Escape from stress
- Express creativity and engage in nostalgia

Functional

- Manage costs
- Control healthfulness (ingredients, cooking method, portion size)
- Enhance flavor and/or freshness

Consumers preparing food less does not mean that they are less interested in participating; they are looking for a new **CONVENIENCE**.

Old Convenience

Easy:

Thoughtless preparation, low touch

No work; replace cooking

Quick:

Minimal time, low commitment

Heat 'n' serve; complete solution

Accessible:

Easy to find, readily available

Quick-stop retail; Mainstream channel

New Convenience

Increased Skill

Knowledge

Expert info for the cook to grow in skill and interest

Shortcuts

Food prep assistance, partial solution, help with the hardest part of the recipe

Engagement

Creativity

Components flexibly used as suggested or customized to one's liking/imagination

Discovery

Exposes alternative eating styles, obscure ingredients, exotic cuisines to new audience

Well Designed

OTG Packaging

Travels well; multiple sizes for individual use, sharing

Functional Packaging

Package design aids dispensing, combining, cleanup

