

A STORY OF ADAPTABLE CONSUMPTION

SUNDAY MORNING

John lives with his partner Merel and their one child. This week, it's his turn to do the grocery shopping.

He orders groceries using a service that offers 'surprise meal boxes'.

MEALS 4 DAYS OF THE WEEK

Your Order

He orders enough meal boxes for 4 dinners this week. 3 are traditional boxes, and 1 is a surprise box.

MONDAY MORNING...GARBAGE DAY

They have a smart bin that connects to an app. The app provides information about their overall waste, and tips to lower their food waste. For example, they threw out 200g of tomatoes for the second time this month. The app suggests that they order less next week.

LEARN ABOUT YOUR WASTE

ADVANCE ORDER ON WASTE

LATER THAT DAY...

When the meal boxes arrive John and Merel begin putting them away. One of the meals is a frozen curry for three people. This easily fits in their freezer drawer.

As they put the food away, Merel starts assessing if the food in the fridge is still good to eat. There aren't any date labels, so she uses her other senses.

TUESDAY EVENING

John decides to make a surprise box for dinner. He likes that it uses seasonal food, and is curious to see what's included. The surprise box meals need to be supplemented with other ingredients he has at home.

EAT SEASONAL & WELL HARVESTED FOOD

MIX & MATCH INGREDIENTS

He looks at the different frozen veggies and chooses one he thinks will fit the other ingredients the best.

WEDNESDAY NIGHT

Tonight, their son spontaneously asks if he can have his friend join them for dinner.

Merel already had dinner cooking on the stove. Luckily the surprise box came with some long-shelf life products. She adds more rice and chickpeas to make the meal enough for all of them.

ADVANCE PORTION

MIX & MATCH FLAVOURS

UNTIL NEXT WEEK...

She uses her ingredient-less recipe book to see what to make. She decides on soup and finds the right quantity of items. Because the recipe doesn't require her to use specific ingredients, she adds all the vegetable scraps and other items from their fridge, pantry and freezer.

FRIDAY EVENING

Merel notices the container that stores her partially used food is quite full.

THINK ON MEAL LEVEL

The soup turned out nicely, yet different than their usual soup recipe. Next time, she will try adding more spices.

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