



ONEMS
MINUTE SILENCE

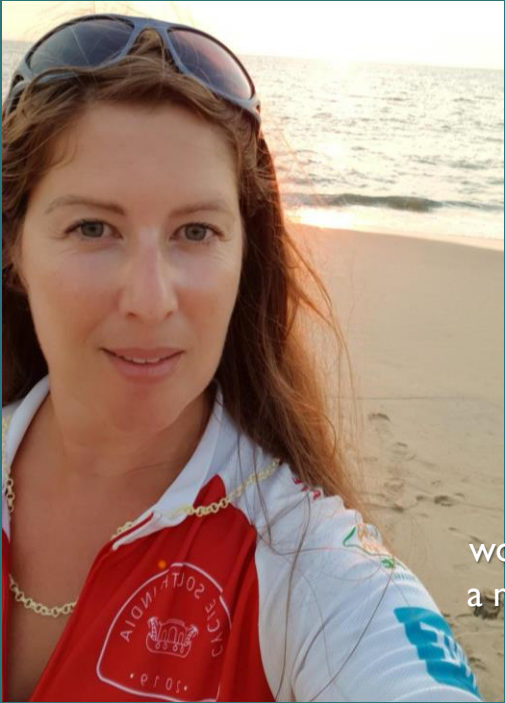


ONEMS
MINUTE SILENCE

MEAL-MAKING IN LOCKDOWN

1 MAY 2020

COMMUNITY SNAPSHOT



RACHEL, 39

Living alone, and working as a PA for a managing director

I love exploring new places, getting out and about and walking with my dog. 'Normal' life is different now – I'm having to look after my parents who are having to shield at home



MATT, 40

A Projects Director in an engineering consultancy, with 2 small children, living in Birmingham

The main thing I miss is socialising, not being able to play sport or coach sport with others. And even though I love cooking, I do miss going out to restaurants

ANDY, 61

Retired (but 'just as busy, if not busier than before!') and living with his partner in Bristol

We are all but self isolating, only really going out to shop or for a walk for exercise. I'm busy with paperwork etc. We were planning to travel later in the year but of course that's on hold for now

FOOD IS PROVING KEY TO RETAINING A SEMBLANCE OF NORMALITY



Bringing structure to the day, albeit on a more relaxed timetable than normal and taking longer



With so much new behaviour being adopted, meal preparation is a key anchor in the 'familiar past'



Against a turbulent backdrop, a source of comfort and reassurance comes from 'old favourites'

BREAKFAST HAS BECOME A FLUID OCCASION

TIME... TO START LATER

☞ *The difference is not the food but the time, eating breakfast at 9.30 not 8.30am* ☞

TIME... TO BE HEALTHY

☞ *Goji berries, macca powder, our honey and cacao nibs, muesli, fruit and fibre cereal, berries and nuts* ☞

☞ *Coffee in bed (oat milk latte) reading, catching up on emails, chilling with the kids* ☞

TIME... TO RELAX

☞ *Banana pancakes, or bagels with avocado and eggs* ☞

TIME... TO BE CREATIVE

BUT ALL ANTICIPATE RETURNING TO NORMAL ROUTINE POST LOCKDOWN

CIRCUMSTANCES DICTATE A TEMPORARY SHIFT IN LUNCH-TIME BEHAVIOUR

HEALTHY EATING

Having time to prepare more satisfying lunches

MERGING DAYPARTS

Brunching at weekdays as well as weekends

EXPERIENCE EATING

Outdoor picnicing and BBQing

NORMAL BUT BETTER

Homemade replication of pre-packed favourites

I've seen a change at lunchtime, and it's for the better, but work will necessitate that things will go back to the way they were

Karen, older family

EVENING MEAL : THE FUNCTIONAL AND EMOTIONAL ANCHOR TO THE DAY

NUANCED
RATHER THAN
WHOLESALE
CHANGES VS PRE-
LOCKDOWN
BEHAVIOUR

Greater emphasis on planning

Larder limitations

Lack of external commitments

No last-minute meal
making

Recipe tweaking

Sociable dining : all
eating together

RESULTING IN
GREATER
ENJOYMENT IN
BOTH THE
PREPARATION
AND THE EATING

"I always make sure that I am cooking something really nice to have something to look forward to"

Matt, young family



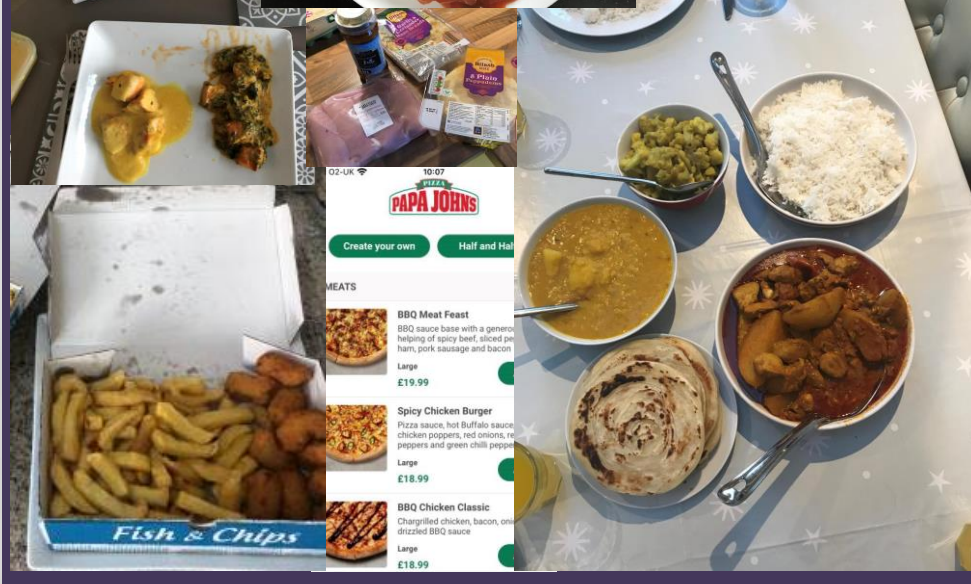
RITUALS USED TO MARK THE WEEKEND

Takeaways and fake-aways continue to be a weekend indulgence keeping the rhythm of the week normal, and providing something to look forward to



We always have a takeaway on a Friday night, but decided to have a go myself

Andy, retired



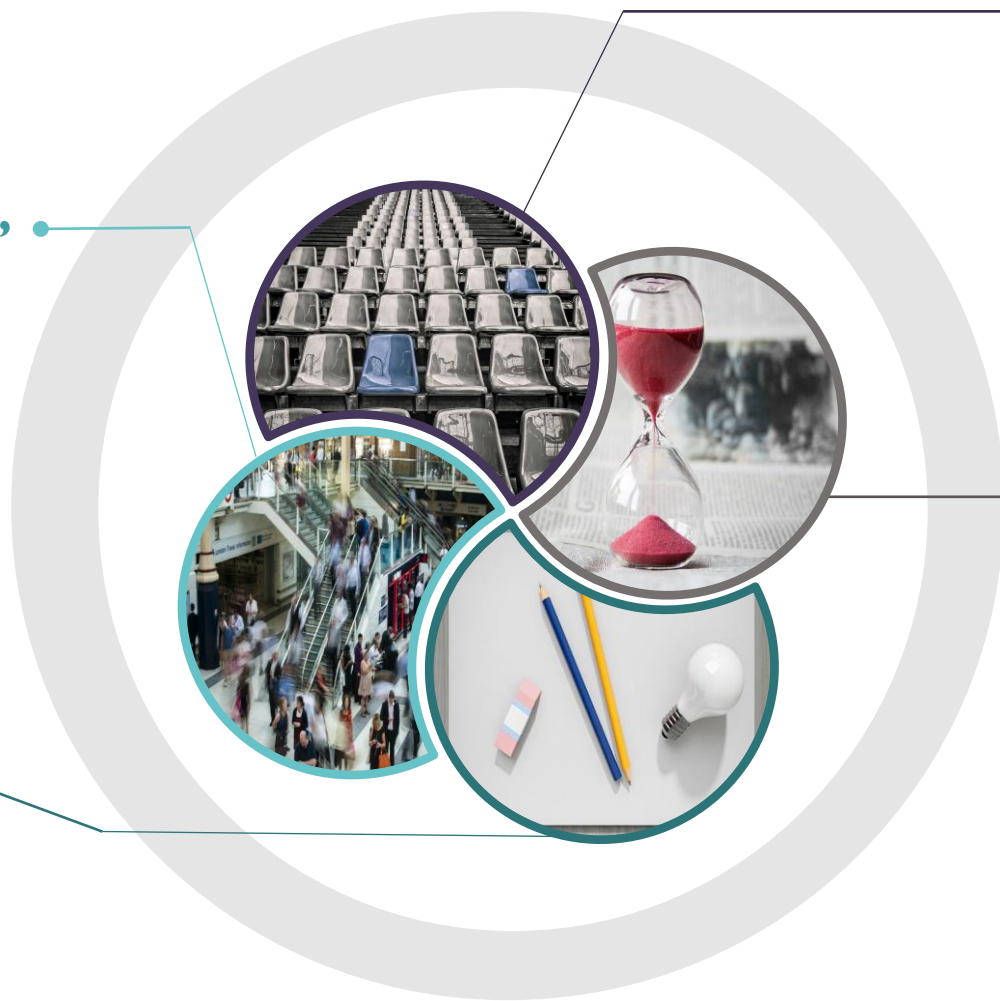
UNDERSTANDING BEHAVIOUR AROUND MEAL TIMES AND FOOD UNEARTH'S WIDER TRENDS

A LONGING FOR 'THE PAST'

A new-found appreciation for the old 'normality', and a desire to return to past behaviour

NEW HABITS EMERGING

Enforced improvements to meal planning highlight that behaviour change is possible



• A NEED FOR VARIETY

Marking and differentiating the weekend breaks the monotony of the lockdown

• THE VALUE OF TIME

A new-found appreciation how time is used and spent – likely to lead to re-evaluation of other facets of life, whatever a 'new normal' looks like



Next week we will focus on the communications : which brands are getting it right, where are the 'misses'?



Annual Conference 2016
Finalist Finalist
Best Overall Contribution



AQR PROSPER RILEY-SMITH
QUALITATIVE EXCELLENCE AWARD 2015

FINALIST

