

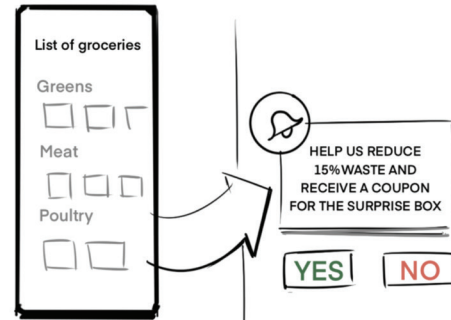
A story of ADAPTABLE CONSUMPTION

SUNDAY MORNING



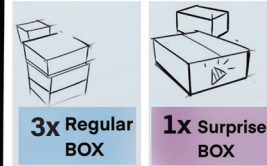
John lives with his partner Merel and their one child. This week, it's his turn to do the grocery shopping.

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



ORDER LESS MEALS THAN DAYS OF THE WEEK

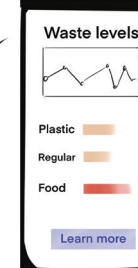
Your Order



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

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.

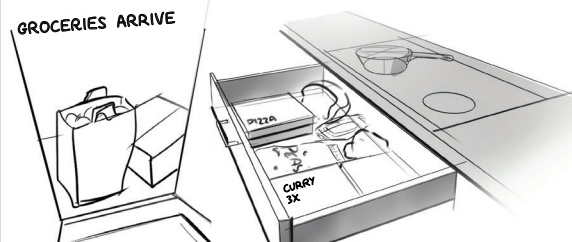
MONDAY MORNING...GARBAGE DAY



LEARN ABOUT YOUR WASTE

ADJUST ORDERS BASED ON WASTE

LATER THAT DAY...



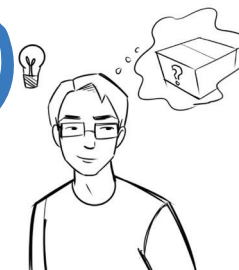
When the meal boxes arrive John and Merel begin putting them away. One of the meals is a frozen curry for three people. This easily fits in their freezer drawer.

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.



ASSESS FOOD WITH YOUR 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



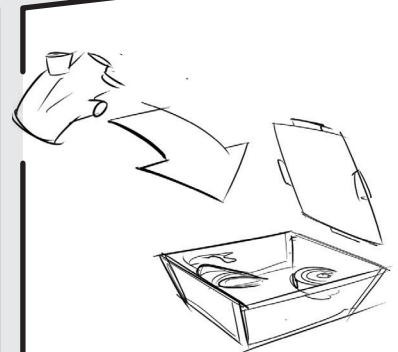
MIX & MATCH INGREDIENTS



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

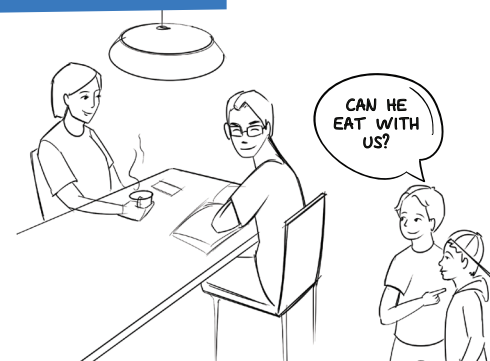


STORE & PRESERVE PARTIALLY USED FOOD



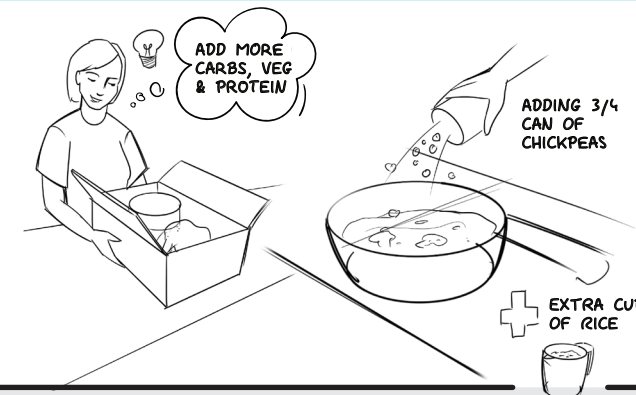
While preparing, he stores the unused broccoli stalk so he can use it later.

WEDNESDAY NIGHT



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

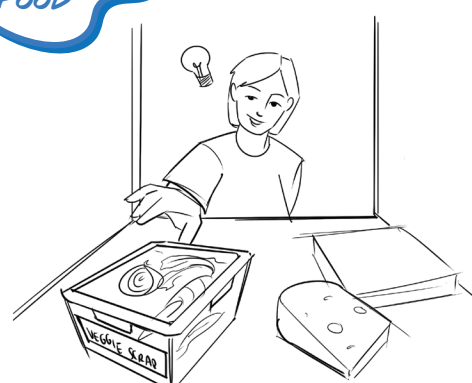
Merel already had dinner cooking on the stove. Luckily the surprise box came with some long-shelf life products. She adds more rice and chickpeas to make the meal enough for all of them.



ADJUST PORTIONS

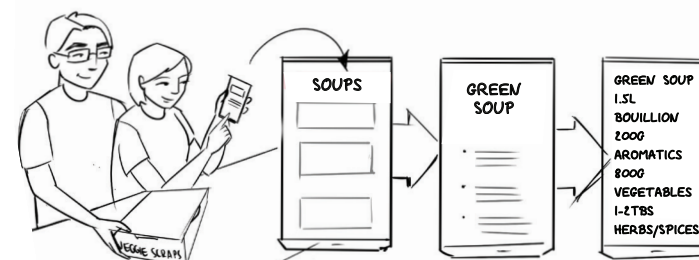


FRIDAY EVENING

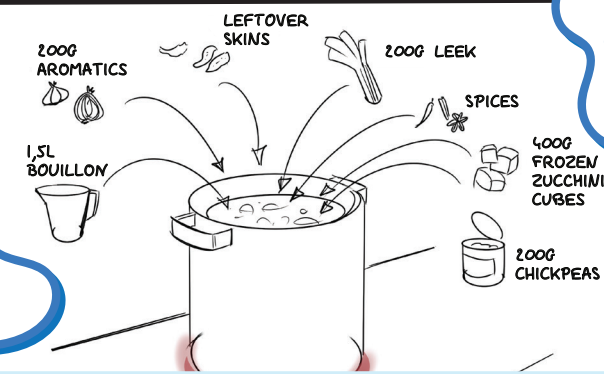


Merel notices the container that stores her partially used food is quite full.

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.



THINK ON MEAL LEVEL

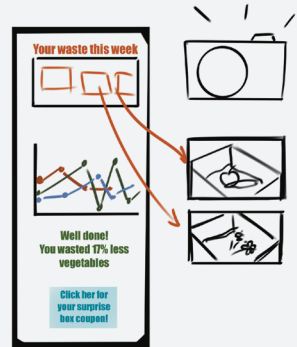


MIX & MATCH FLAVOURS

UNTIL NEXT WEEK...

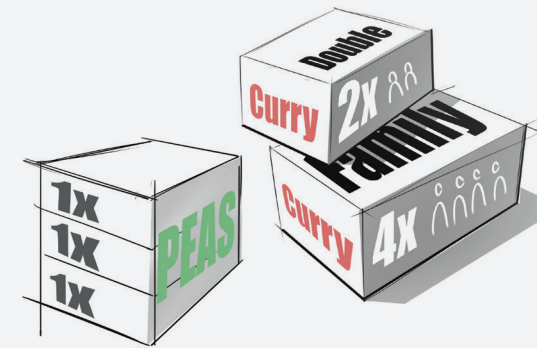
The soup turned out nicely, yet different than their usual soup recipe. Next time, she will try adding more spices.

INNOVATIONS OF ADAPTABLE CONSUMPTION



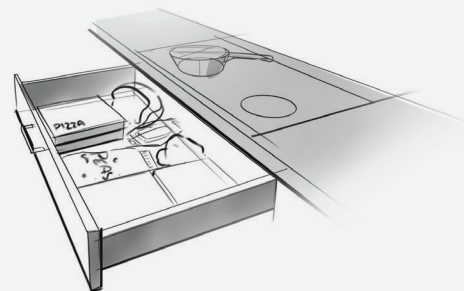
Collection Insight App

- Feedback on waste levels and separation quality.
- Adjust consumption based on your household's waste data.
- Recommends products, tools, or habits to help reduce food waste.



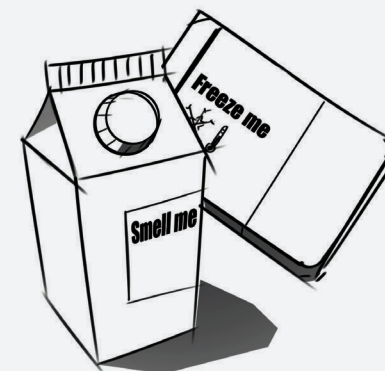
Frozen offering

- Meals come in different package sizing based on number of family members.
- Individual ingredients (e.g., peas) is divided by single portions to easily complete a meal or adjust portions.



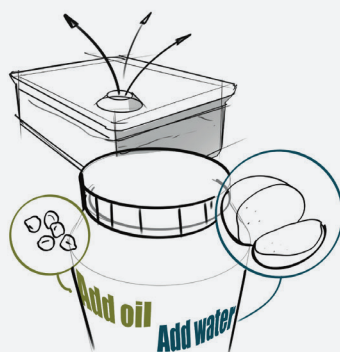
Freezer storage

- Freezer integrates in your kitchen drawer.
- Makes it easier to see what you have, and reduce freezer frosting (ice build up).
- Makes frozen food part of your normal preparation.



New Sensory driven food labels

- Gives tips on how to assess food quality with your senses.
- Labels offer indications of how to check food quality with your senses.
- Suggests suitable actions to take (e.g., when to freeze).



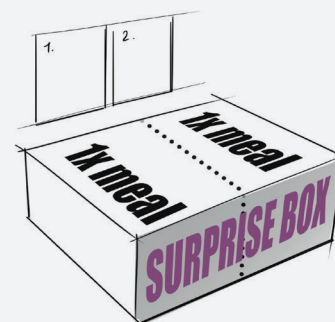
Use me later tools

- Set of tools that you store partially used ingredients for later consumption.
- Extend the shelf life of opened products (e.g., half a can of chickpeas).



Ingredient less recipes

- Recipe book that provides instructions based on meals, not specific ingredients.
- Begin thinking on a meal level. Think green soup, not spinach and broccoli soup.
- Helps to consume leftover and partially used ingredients.
- Learn from the do's and don'ts of others with access to the recipes.



Surprise 'incomplete' boxes

- Box of partially complete meals.
- Provides seasonal and well-harvested food.
- Comes with a monthly 'staple box' with long-shelf life products (e.g., pasta, rice, chickpeas, frozen spinach).
- Comes with basic recipes for inspiration.