

MASCULINE VEGETABLES

FOOD KIT FOR THE BBQ



Climate change is one of the biggest challenges facing the world today, and the protein transition is a potential solution for reducing greenhouse gas emissions. An ideal diet would feature a 50/50 balance of protein sources, which could also improve people's health. While the number of flexitarians is increasing, actual meat consumption remains high, highlighting a gap between intention and behaviour. Men are the largest consumers of meat, and achieving this balance would require a significant change, especially during special occasions like Christmas or barbecues, where meat is a key ingredient.

This project explores how vegetables can take a more prominent role in barbecue menus. It focuses on a small change that maintains the familiar interaction of barbecuing. The goal is to provide male omnivores aged 25-35 with the tools to prepare vegetable dishes as the centerpiece of their barbecues, while preserving a sense of tradition, pride, and cooking skill.

The outcome of this project is a food kit associated with Jord Althuisen's brand, Fiery Veggies. This box includes a recipe and the ingredients needed to prepare a specific seasonal vegetable or fruit, enhancing its flavour with various spices. The chosen vegetable or fruit is selected for its texture, which plays a crucial role in appealing to men. Customers can purchase the box in-store or online at Smokey Goodness. The recipes will change three times a year, reflecting the popularity of barbecuing in the summer and the limited variety of vegetables available in autumn and winter.

This project reframes the experience of trying vegetables as an adventurous first step, ensuring that the flavours exceed expectations. Additionally, it serves as a fantastic gift for anyone who loves to barbecue.

 TU Delft

Belle de Vos
Masculine Vegetables
25 March 2026
Msc Design for Interaction
Faculty of Industrial Design

Dr. H.N.J. Schifferstein
Dr. ir. H.M. Goss