

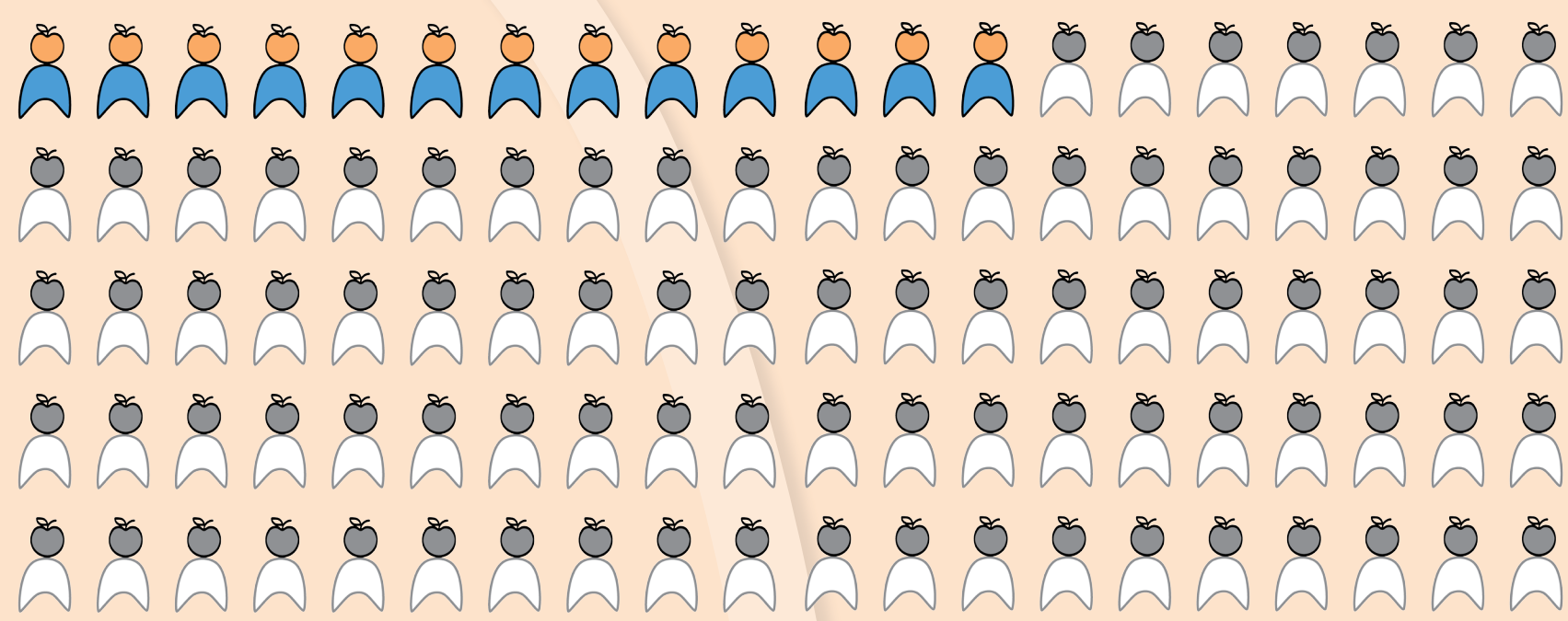
FRUIT IN YOUR FOOD

How regular mealtime can lead to eating more fruit.

Create a concept that helps caterers serve meals with fruit to their guests, to reposition the perception of fruit consumption.



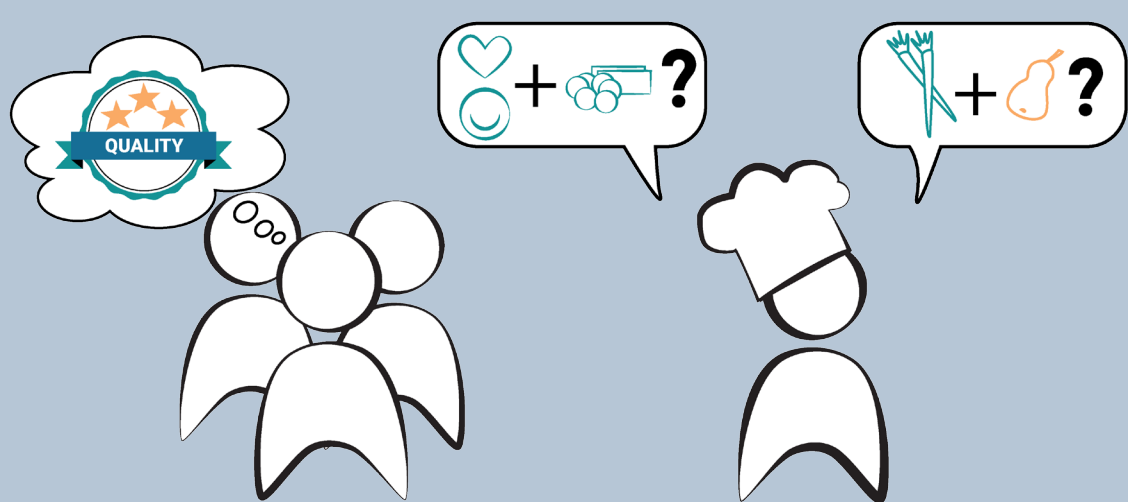
The problem



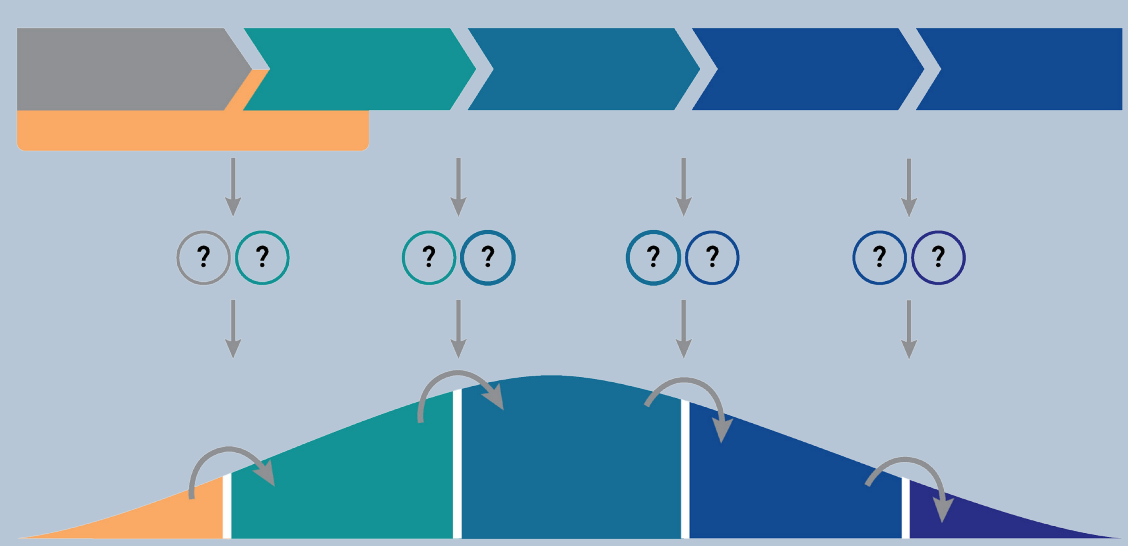
In the Netherlands, 87 percent of adults fail to eat the recommended daily amount of 200 grams of fruit per day (RIVM, 2016). Fruit is perceived as a snack rather than an essential part of the diet. With convenience snacks, it is often overlooked. This project has focused on making consumers more aware of eating fruit by presenting fruit in a different way, on different eating moments: **as a main component in dishes.**

The process

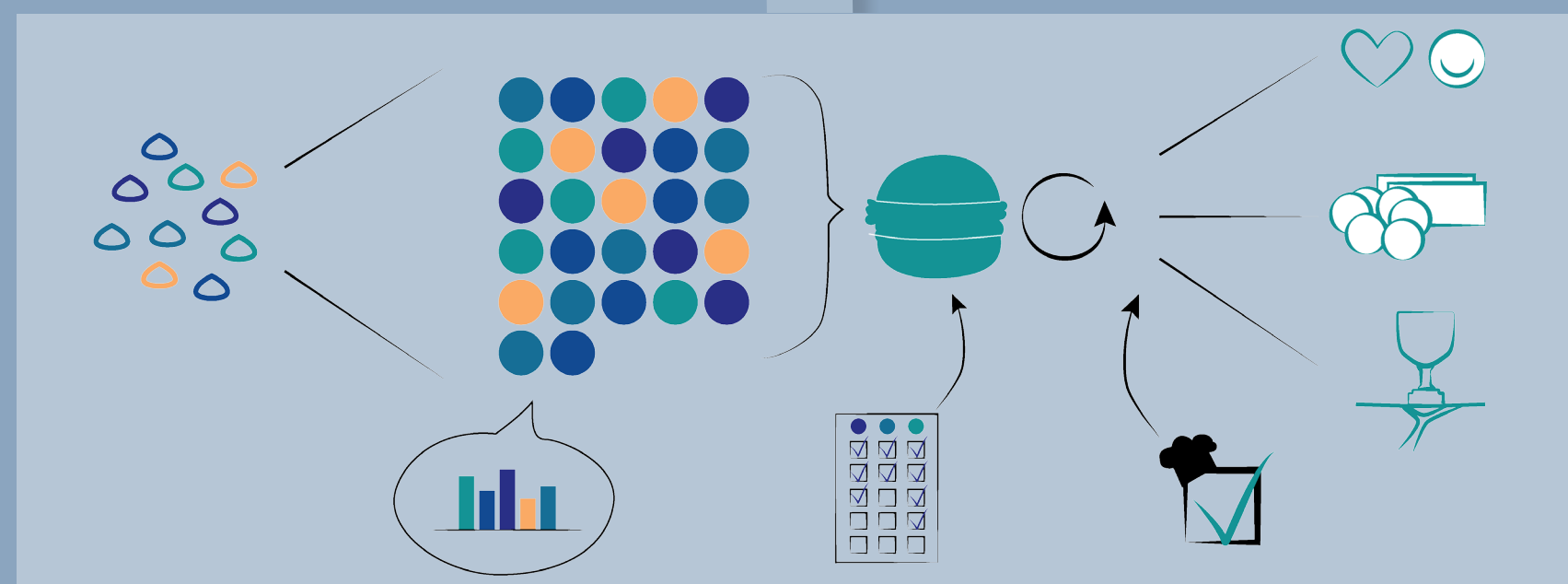
The research has focused on three components: Food professionals (context), Behaviour change models (consumer) and Flavour pairing (product).



Serving meals instead of having to prepare them lowers the threshold for consumers to try new dishes with fruit. There are two challenges for caterers: creating exciting recipes and convincing visitors of the restaurant to try them.



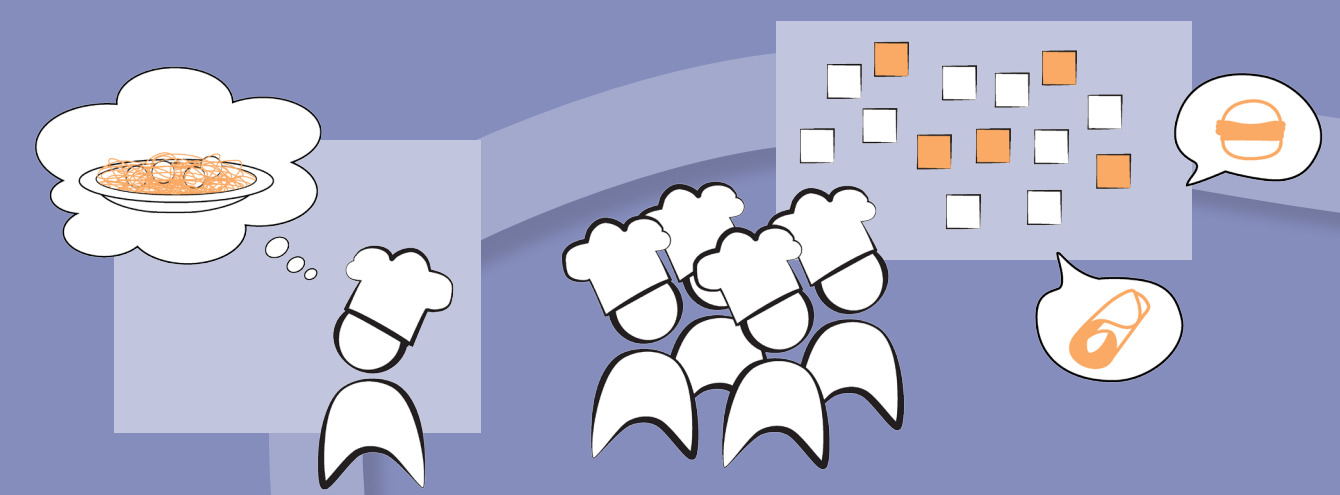
Some people are more hesitant than others in accepting unfamiliar foods. Different factors can influence a person's mindset towards a change in eating behaviour.



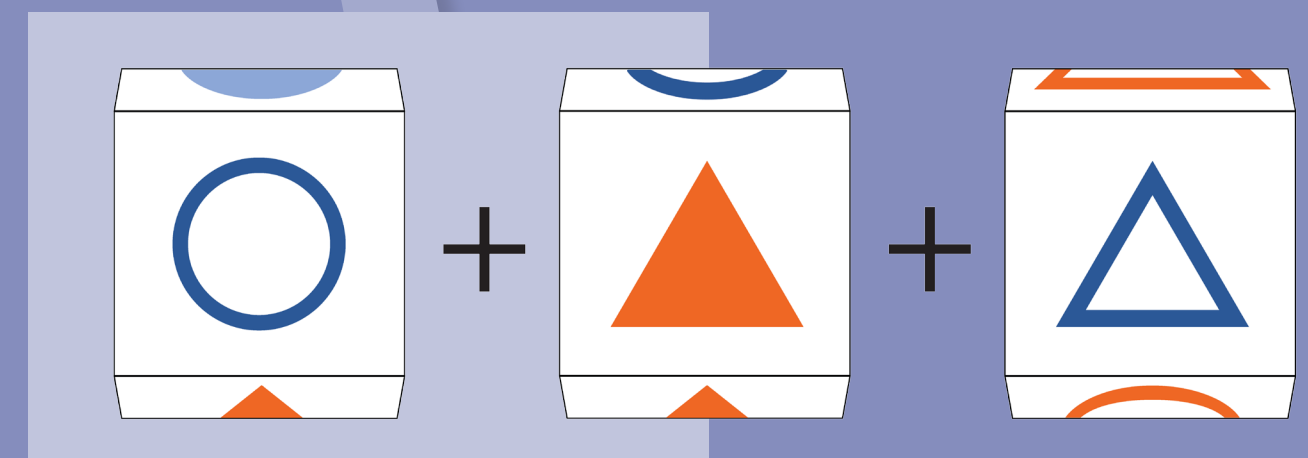
A new "broodje gezond" to bring fruit as ingredients into the Dutch culture. Flavour pairing experiments showed the acceptance of consumers and reactions of caterers.

The solution

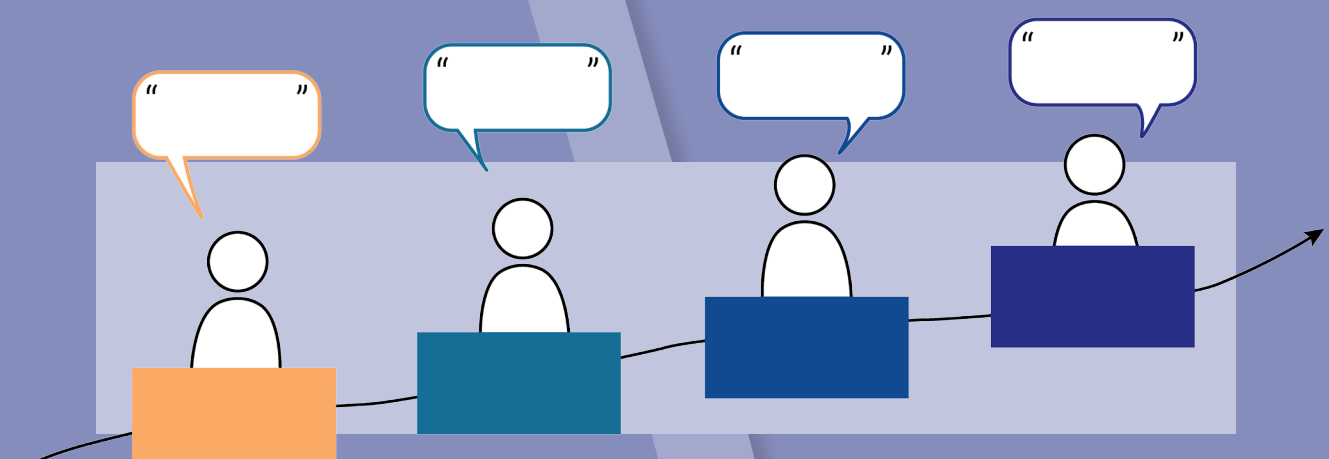
Fruitdaging: A toolbox to challenge caterers to create and consumers to try more meals that include fruit.



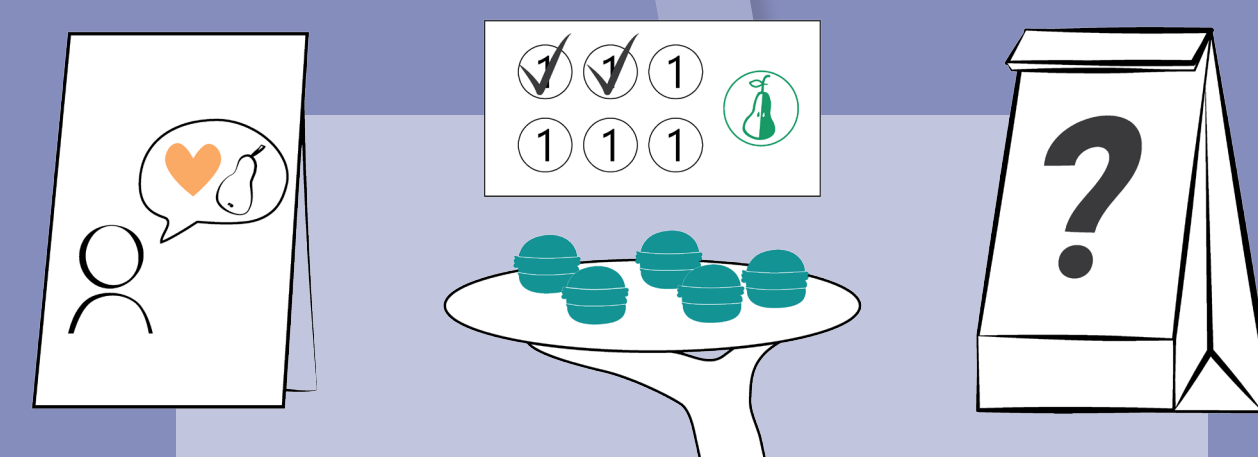
A **workshop** for caterers challenges the traditional views on classical dishes.



A **game** to create new and exciting flavour combinations.



Adaptable solutions for different types of consumers.



Activities in the restaurant to introduce and present meals with fruit.

Merel Dubbeldam
Fruit in your Food: Repositioning the perception
of fruit in meals served by caterers
28 April 2020
MSc Strategic Product Design

Committee Dr. ir. H. N. J. Schifferstein (Chair)
Dr. R. A. Price (Mentor)
K. Bemelmans (Company mentor)
N. Lentjes (Company mentor)
Company Nationaal Actieplan Groenten en Fruit

