

The New Simplicity

*Reimagining the
home-cooked meal*

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Today's consumers are eating at home more often and, according to a new on-line survey, most say they're cooking from scratch at least once a week. It might not be fancy, but consumers consider their home cooking fresh, satisfying and just the way they like it.

Olson Communications, a Chicago, IL-based food marketing firm that specializes in trend spotting in the food business, surveyed 221 consumers about what inspires and satisfies them when they cook at home. The study focused on deli shoppers who frequently dine in casual restaurants to get their perspectives on cooking at home compared to their dining experiences away from home.

With so many consumers reporting scratch-cooking at home, the researchers expected to find consumers redefining scratch-cooking based on the growth in new, speedy scratch convenience foods and meal kits that offer up a quasi-scratch-cooking experience. Yet consumers of all ages were quick to define "scratch cooking" as cooking with raw ingredients, from a recipe or not.