

Digital Food Life: Online Food Acquisition

Digital food companies are fundamentally disrupting and circumventing traditional food paradigms. For consumers, mobile and expanded internet access and options have opened up more ways of participating in our food system. With many more options than in the past, consumers look for food shopping and meal convenience options that also provide delight. With more platforms, apps and retailers catering to the demands of the new convenience – from prepared foods to meal kits to click and collect services and online delivery – consumers can factor these into their everyday food shopping and meal planning habits.

Digital has reframed the task of “grocery shopping” and how meals are prepared and acquired into an exploration of food experiences.

Online shopping and digital today ...

Retail Delivery

Lifestyle-based Store

The *bigger* picture...

Occasion-based Prepped Ingredients

Cooking Schools

Occasion-based Prepared Meal

Occasion-based Snack Subscription

Chef-cooked Meals

Restaurant Navigator and Delivery