

# Annex B: Stimulus material

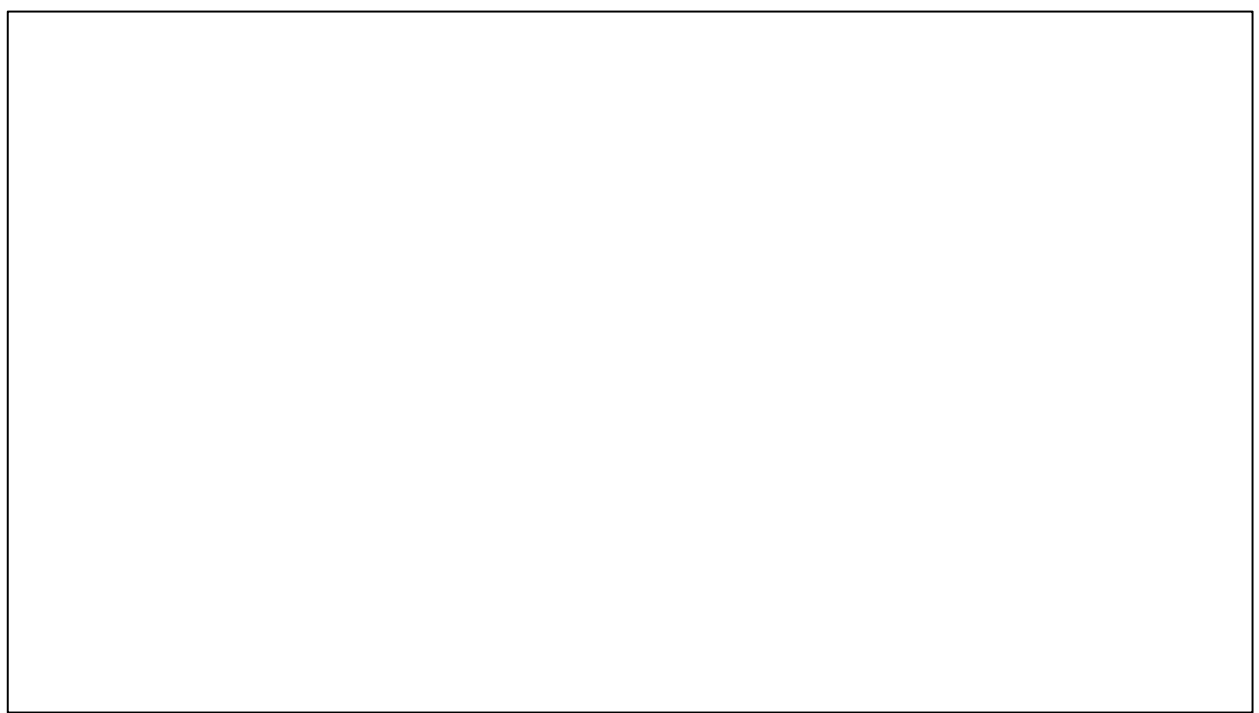
## Stimulus 1



### **Buying local, home-made baked goods through the food sharing app Olio**

- Kai hears about and downloads the food sharing app, Olio.
- they see that someone in their local area is selling home-made red velvet cupcakes and the seller has included several photos of what these will look like
- Kai messages the seller through the app to arrange a time for collection. They pay with cash when they collect the cupcakes.

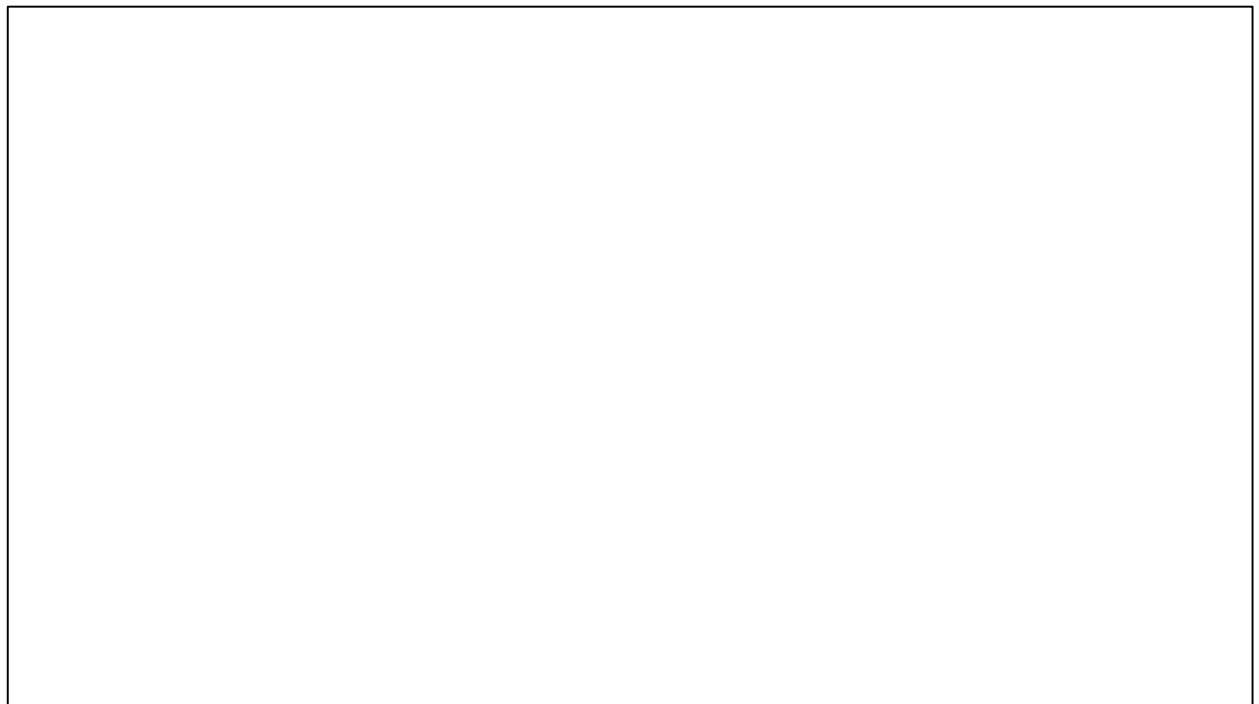
## Stimulus 2



### **Using Facebook Marketplace to order pre-cooked, pre-made meals for the week**

- Aidan works long hours and he struggles to find time to cook when he gets home in the evenings.
- he sees an account on Facebook Marketplace advertising cooked rice and chicken for £7, with an image of the food
- Aidan messages the seller via Facebook messenger to arrange a time for collection. He pays with cash when he collects his food before taking it home to eat.

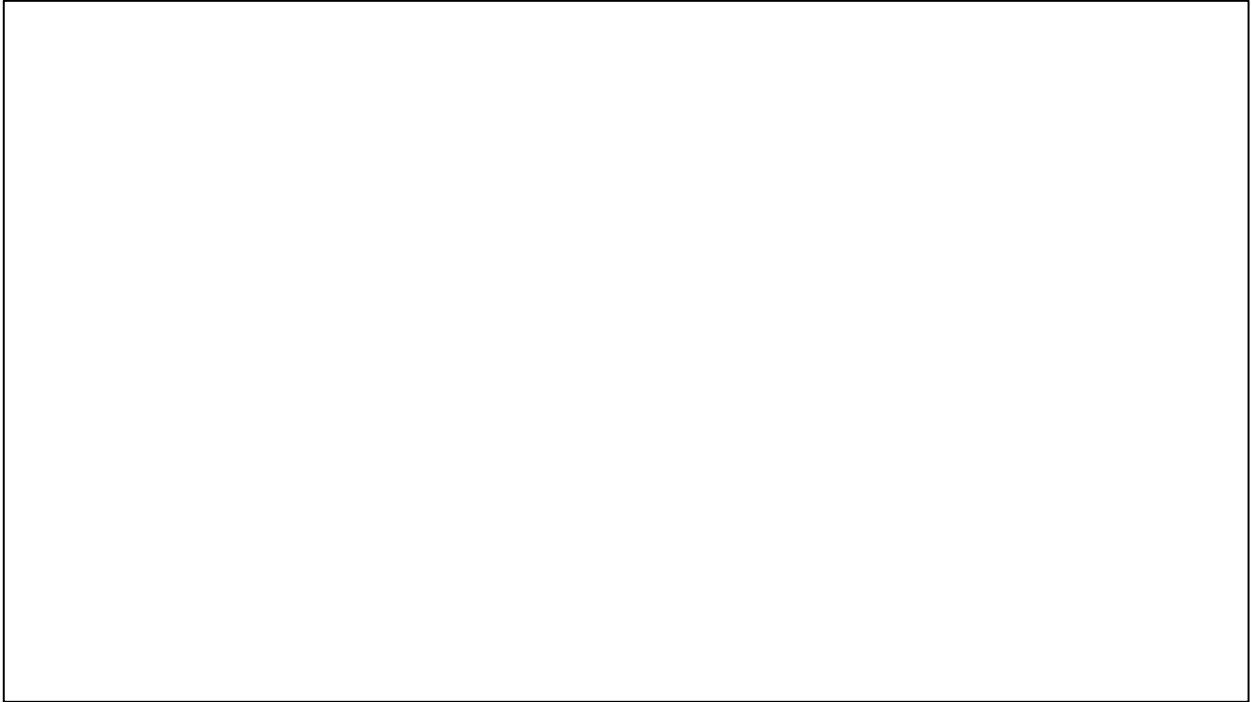
### **Stimulus 3**



## **Buying pre-made sandwiches through ships on Too Good to Go app**

- Samira's local cafe sells filled, pre-made sandwiches and baked goods
- through Too Good to Go, the cafe sells food that hasn't sold that day and would otherwise go to waste
- Samira uses the Too Good to Go app to buy these sandwiches at a reduced rate at the end of the day.

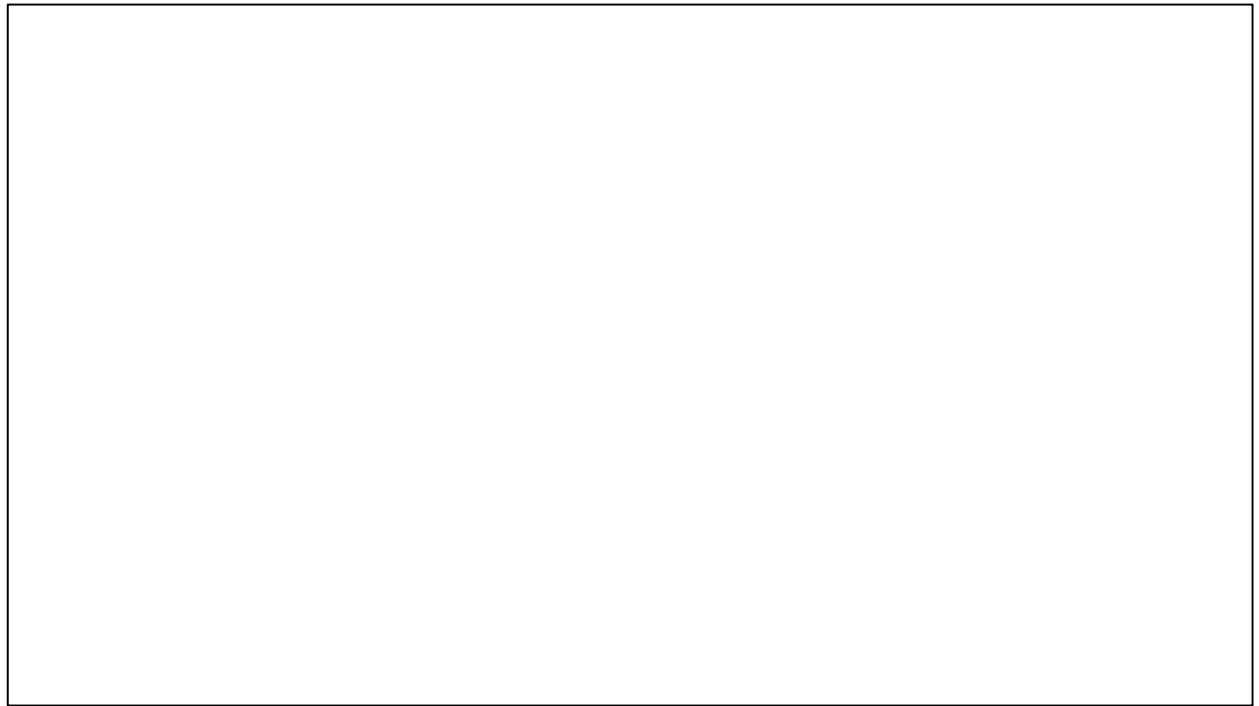
## **Stimulus 4**



## **Buying pre-packed food in bulk via Amazon**

- Chris likes eating a quick lunch while at work, such as microwaveable rice
- he sees that he can buy packaged microwaveable rice in bulk on the 'Ben's Original' store via Amazon
- Chris buys this bulk order through Amazon and arranges for it to be delivered to a convenient Click and Collect location, to take to work.

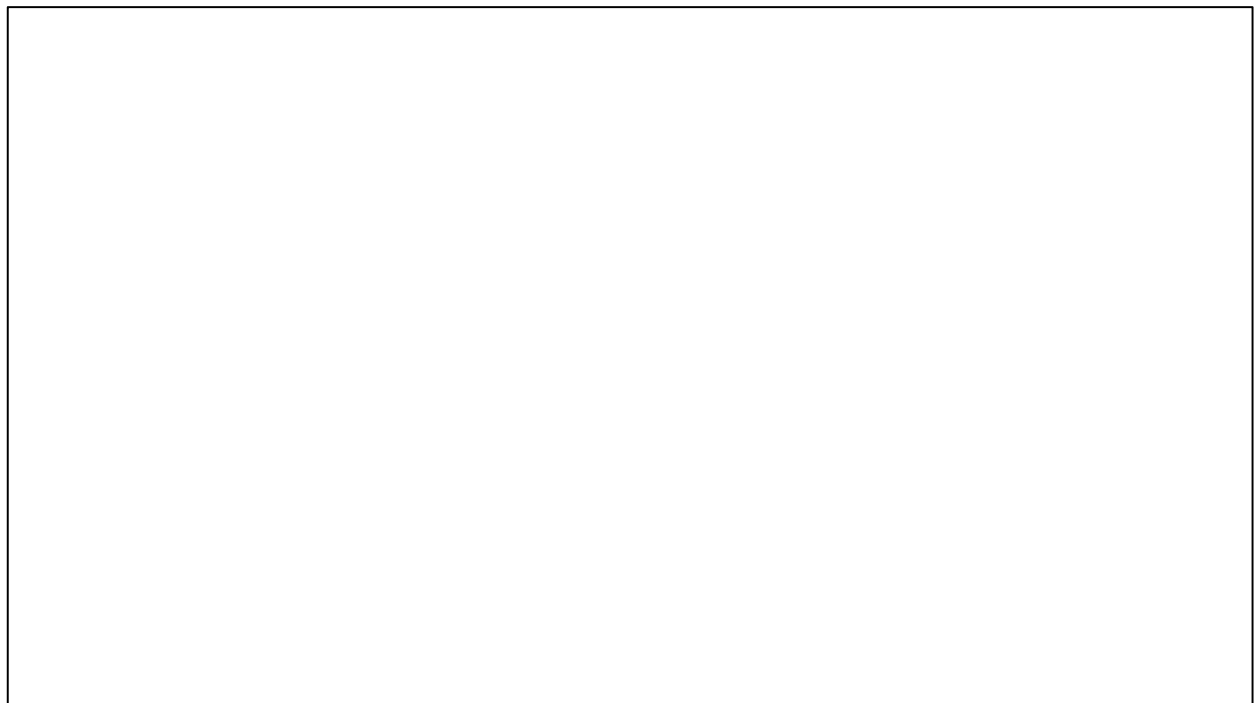
## **Stimulus 5**



### **Using food delivery services to order takeaways**

- every Friday, Arthur and his family order dinner through an online delivery service
- this week they order a 'Meat Feast pizza' from a local restaurant, via Deliveroo
- the pizza is delivered cooked and ready-to-eat, straight to Arthur's door, within an hour of ordering.

### **Stimulus 6**



### **What controls and regulation should be in place, when buying food online?**

1. Ordering food online

2. Food preparation
3. Packaging and transportation
4. Arrives at consumer