

## 1/2 **Future Kitchen: An Integrated Cooking Cycle**

An integrated cooking cycle with four stations: preservation, cooking, recycling and printing

### WHAT DOES THIS MEAN FOR **FOOD AND BEVERAGES BRANDS?**

- Cooking from scratch will have a whole different meaning. This will force brands to rethink their product proposition to be able to compete from fast machine-assisted cooking.
- Brands will no longer need to worry about artificial preservation methods thanks to technology at home.
- Packaging will have to be redefined to be able to gain utility after consumption.
- Home 3D printers will gain popularity. Brands will need to evaluate something valuable to offer besides their products to be able to enter consumers' homes.
- A subscription with machine-friendly home made recipes of their products could be new business models for brands.

#### Solution

One of the main problems today regarding the act of cooking at home is food waste and lack of will to cook, due to time scarcity and low skills of cooking. The kitchen is now formed by a fridge, a stove, a faucet, a dishwasher and several other appliances. In the future, all of these will be combined in a single space. An integrated cooking cycle made up of a four stations: preservation, cooking, recycling and printing. The food preservation part will categorize food ingredients and separate them from packaging. Its self-cleaning capabilities will preserve ingredients in an optimal way as it measures levels of decomposition. This way it can recommend how to use in a more efficient way what is available. The smart cooking station will self cook depending on the user level. All the waste then goes to the recycling station. Here, packaging and food turns into fuel and material to reuse

in the printing station, like 3D printed tableware.

Future of Food & Beverages

2/2

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Creative's profile



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Creative's top 5 skills

User Experience, Service Design