Getting along with pizza-fication?
The expectable and acceptable places of convenience food in everyday life among young Danes
Existing knowledge and questions

• Growth and diversification
• Young consumers heavy-users
• Part of continuum with home-made food?
• Different overlapping categories from media-food?
Theoretical perspective and methodological design

• Practice theoretical perspective
• Qualitative design:
  - sample across gender, education and place of living
  - individual interviewing in homes
  - focus groups in homes
Similarities across social differences, and across different eating patterns

“\textit{I tend to think that everybody does it. You know, if somebody said they didn’t, my first thought would be that they are lying...you know, it just seems to have become part of your, yeah...that it’s not a wrong thing to do, it’s as if it’s just very natural}”

Johny

- All participants use convenience food
- Pizza, rye bread, readymade food-items bought on the move, food gifts from family
Variations in understandings of convenience food

- Take-away and ready-made dishes
- All kinds of meals provided in less than 20 minutes
- Meals which make time-use flexible
Variations in ways of appropriating convenience food

- Whole meals
- Parts of meals
- Food on the move
- Going-out-food and coming-home-food
- Sunday food
- Eating alone food
- Eating together food
Convenience food related to other food categories

Convenience food overlaps with:
- Quick food
- Bad food
- Normal food
- Tasty food
- Expensive food
- Boring food

Convenience food is different from:
- Food cooked from scratch
- Food preparation
- Healthy food
- Complicated food
- Tasty food
Illustrations of overlapping and different food categories

• Overlapping with ”bad food”: ”That’s what I do when I get a bad conscience over how bad you’ve eaten, right? When I’ve had a bit too many haps dogs and muffins, then I mix one of these salads.” Maria

• Overlapping with ”normal food”: ”Hmm, you know, we probably all buy a little ready-made food once in a while…” Nynne

• Different from ”food preparation”: ”To make chili-sin-carne is not easy food, not that I see it as difficult to make, but to my mind it’s not convenient food. It…it’s a meal that you’ve spent time on making.” Mikael

• Different from ”healthy food”: ”Easy food to me is something that takes maximum 15 minutes. Or if it’s take-away. Emh, that’s just not so healthy, but that’s the other side of the coin.” Iben
Relation to convenience food as healthier food campaigns

- I can’t use it, I have my own routines
- I can’t use it, it’s entertainment
- I can’t use it, I am already eating healthier
- I can use it as a guideline
- Don’t follow it blindly
Tentative conclusions

• Degree of normalisation: Convenience food part of a continuum with home-made food

• Degree of media-related over-lapping in food categories: Less than imagined