

Project: Grocery Shopping
Date: 1/29/15

Thanks for coming today. My name is Patrick. I work for a market research firm called ABC. Today we are going to discuss your grocery shopping habits. Now you should know that I don't work for a particular company that endorses this specific food product, so you shouldn't be afraid that you're hurting my feelings with anything that you say. What we are looking for is your honest, open opinions. So why don't you start off with just telling me where you typically grocery shop, where, when and how often?

Well, I go to various places in my locale: Costco, Acme, Superfresh, and even Whole Foods, which I know is expensive, but they have a lot of special products you can't find elsewhere.

I go to Giant and Golden Eagle twice a week. I also go to Trader Joe's sometimes.

What do you mean by "special"?

Gluten-free products in particular. I have celiac disease, so I have to stay away from gluten as much as possible, despite how much I love eating pizza.

Celiac disease. Can you tell me more about that?

Oh, right. Well like I said, I have celiac disease, so I cannot eat wheat or most other grains. I usually have to stick with rice flour or corn flour, but I don't really like those so I often avoid most grain substitutes altogether. I do like quinoa sometimes. It's a good replacement for oats.

And what about you, John? Your mom has this condition?

Yes, so I have to be careful what I purchase for her. We have a list on our refrigerator of substitutes she likes.

I've never tried this quinoa. I might have to try that sometime.

Yeah, you should. It's not bad.

If you prepare it with the right seasonings it's good – preferably with a rice mix. On its own, it's what I would deem as rabbit food.

So let's talk more about produce. Do you regularly shop for produce? If you do, do you stick to fresh or frozen?

Well to be honest, I hate produce. I mean, again, who wants to eat a bunch of rabbit food?

[LAUGHTER] Interesting. Well, I'm grateful for your honesty.

Oh, no, no, no. I was being sarcastic. I do buy produce all the time, every few days if I'm at the grocery store, because it just doesn't keep. Frozen I guess is more economical, but it just isn't the same.

What do you mean by "just isn't the same"?

Just, you know, doesn't taste as good.

Doesn't taste as good. Right. Amy?

I like a good mix of frozen food and fresh produce. If I had more time to cook, I would definitely purchase more fresh foods. But, sadly, with my schedule, they might go to waste.

Oh, I just wanted to interject again, it's just - sometimes I'll microwave frozen broccoli or whatever and it comes out kind of rubbery or overcooked, just dead.

Right. I think I understand.

Yeah.

Rubbery? Sounds like you might need some serious cooking lessons - how can you mess up broccoli? [PAUSE] Just kidding.

[LAUGHTER] No, you're probably right.

So let's move on to baked goods and bakery sections in grocery stores. What is your experience with those?

Oh, gosh. I can't start my day without a pain au chocolat - chocolate filled croissant.

How do you manage that? [LAUGHTER]

[Transcribed by CT]