

Not only are we ready for the task, we've also got everything to do it!

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For ten years now and with considerable success we have been cooking important amounts of ready prepared, individually packed dishes for a chain of supermarkets and big company casinos all amounting to 25.000 daily rations, collective format, in a Central Kitchen set for big, important volumes.

We also prepare these ready-to-eat meals for on-the-job eating at industrial, mining and fishing companies. And this year, also in collective format, our volume of daily individual rations for the Government Social Assistance Public School Program has reached a peak of 65.000 daily rations. It is important to consider that in 2007 production reached 25.000 rations per day. As just mentioned, this year marks 65.000 and we hope to reach the Bicentennial with a production of 120.000 daily rations delivered in collective format.

Today, the pace of life of individuals is considerably more accelerated than in the old times. Necessarily, workers are faced with the imperative of satisfying their basic needs in the shortest possible time and within a set budget.

One of these basic needs is that of eating, with the consumer more and more in search of healthy, nutritious food at the moment of choosing what to eat.

The need to locate in supermarkets a ready to take and eat section that presents an ample variety of well elaborated, healthy, safe food at reasonable prices has turned transcendental in the life of everybody, taking into account the time it would take each person to locate ingredients, take them home and prepare a good dish, this, in case they know how to prepare one.

Today at retail markets you can access tasty dishes, cooked in important volumes, elaborated in a "central kitchen" operated by expert Chefs who develop their best skills at the preparation of homely, regional, ethnic and international recipes and skillfully



packed ready to take food. Summing up, access to the most advanced leading technology in equipment, packaging systems and techniques that deliver product stability and safety thus responding for good regeneration at home, at Chef style and hand, present all through elaborating and packing.

We also count on a great tool, the Cook & Chill and Sous-Vide technology that makes it possible for us to cook and distribute meals in big volumes in order to satisfy the demands of the retail, casinos at enterprises, industrial plants, schools and universities that put together an important number of eaters every day.

Our big challenge keeps being able to reach homes massively with food preparations to cover the needs of accelerated modern life.

I do not think we are too far from being able to do it.



Surveys

Lack of time is a problem that has affected all countries, forcing people to change life and eating styles in order to comply with the challenges of new times.

According to the world study of the Nielsen Consumer Survey, each day we have less time to prepare our food in the traditional way, making it frequent for us to have to appeal, resort to ready prepared food which has to be consumed in a few minutes.

The statistical information of the study reveals that in just a few years ready prepared meals started reaching the homes and that, at present, this aspect has become absolutely generalized, so much so, that 77% of European consumers state that they do not have the time to prepare their meals at home, a percentage that reaches 84% in Spain. Spain is a European country where it is clearly shown that shopping for ready prepared meals is due to lack of time dedicated to cooking: 84 percent of the people so state when being surveyed.

The second most stated reason is the one related to their not knowing how to cook: just 3% of them think that ready prepared meals turn out less expensive than cooking at home considering shopping for ingredients ; 5% think that prepared food quality is just as good as home made, and just a 1% think that it tastes better than home made. Some other countries that normally shop for prepared meals are: Greece (25%) and the United Kingdom (20%). On the other extreme, the ones that buy less are: Denmark (5%), Portugal (9%), and Italy (10%).

In Chile, qualitative researches by the Institute of Food Nutrition and Technology (INTA, by Spanish acronym) and let known in 2006, warn about a drastic change in the feeding habits of people in the last forty years.

According to a study carried out by the Faculty of Medicine, University of Chile, only a 1,5% of the population enjoy a healthy diet, while a 66,2% needs urgent changes in eating habits and a 32,3% keeps a diet which is far from healthy.

The heavy load and fast pace of the XXI century has also impacted the life of Chileans; modernization does incorporate a heavy stress due to time shortage. All this leads people to consume highly caloric meals to satisfy immediate eating needs. Also, income increase has produced important changes at the socioeconomic level bringing about a new capacity to shop for food, beverages, pastry and alcohol included. The consequences have turned out to be negative in various aspects, one of them, health. A clear example is the change in eating style and habits towards a diet characterized by a high consume of processed food, junk food which contains saturated fat, trans-acid fat, total fat, and sugar with the result being a highly caloric diet.

The boom of rapid or junk food is an example of the change in the feeding habits of Chileans, excess fat, carbohydrates, salt and harmful additives for health, when there is daily consumption.

A different case is represented by the ready to take food prepared for the supermarket by our retail; food that can be eaten daily by all the family and containing all the nutritional elements necessary in good, adequate feeding.

During the last years, a positive tendency can be observed on the subject; also, people are becoming aware of the importance of eating well balanced, healthy food. Government policies proposed by the Ministry of Health have developed programs to guarantee good, healthy eating by Chileans.

Global strategy against obesity which seeks to promote and stimulate healthy eating, together with the promotion of physical activity force us to comply and supervise correct nutritional labeling on all food. Not less important is the social responsibility entailed in an industry that has to do with eating and, consequently, the health of people.