



esfresco

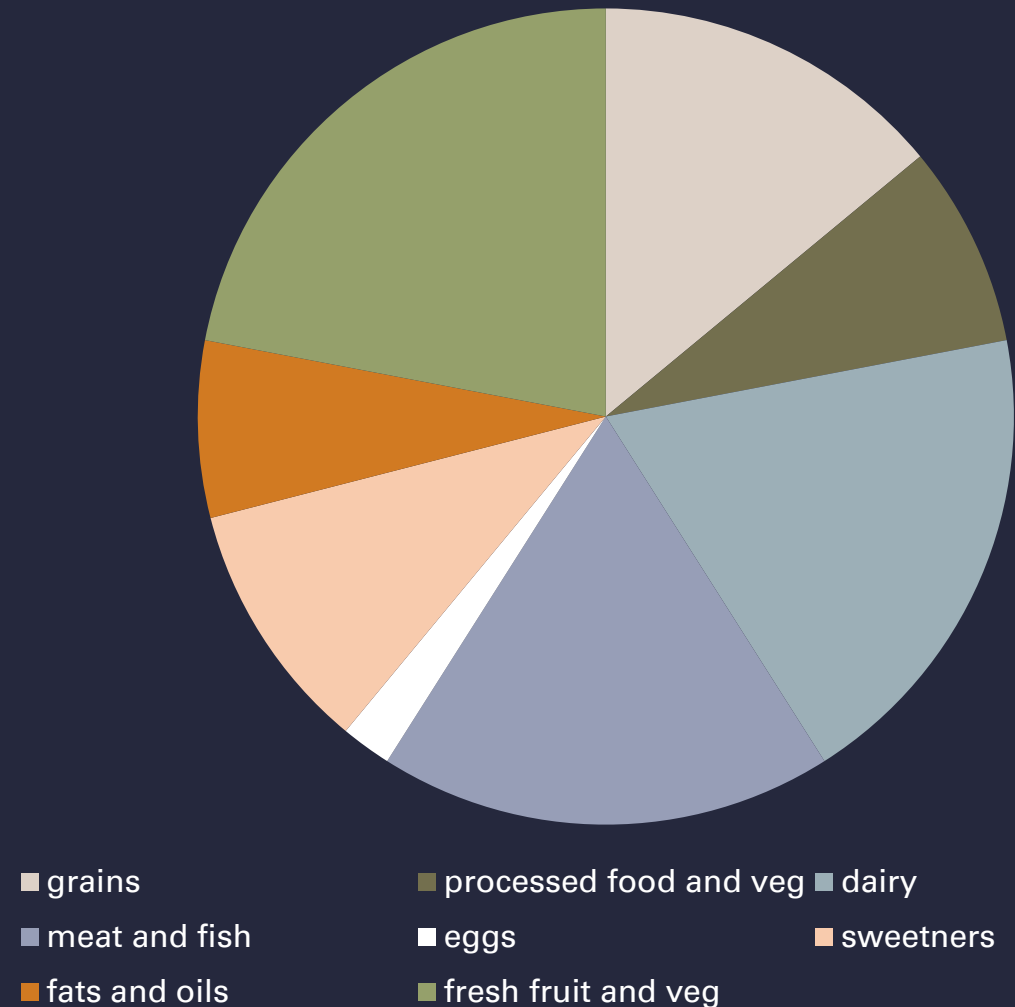
a solution to food waste

Americans are wasting food.

and we feel guilty about it.

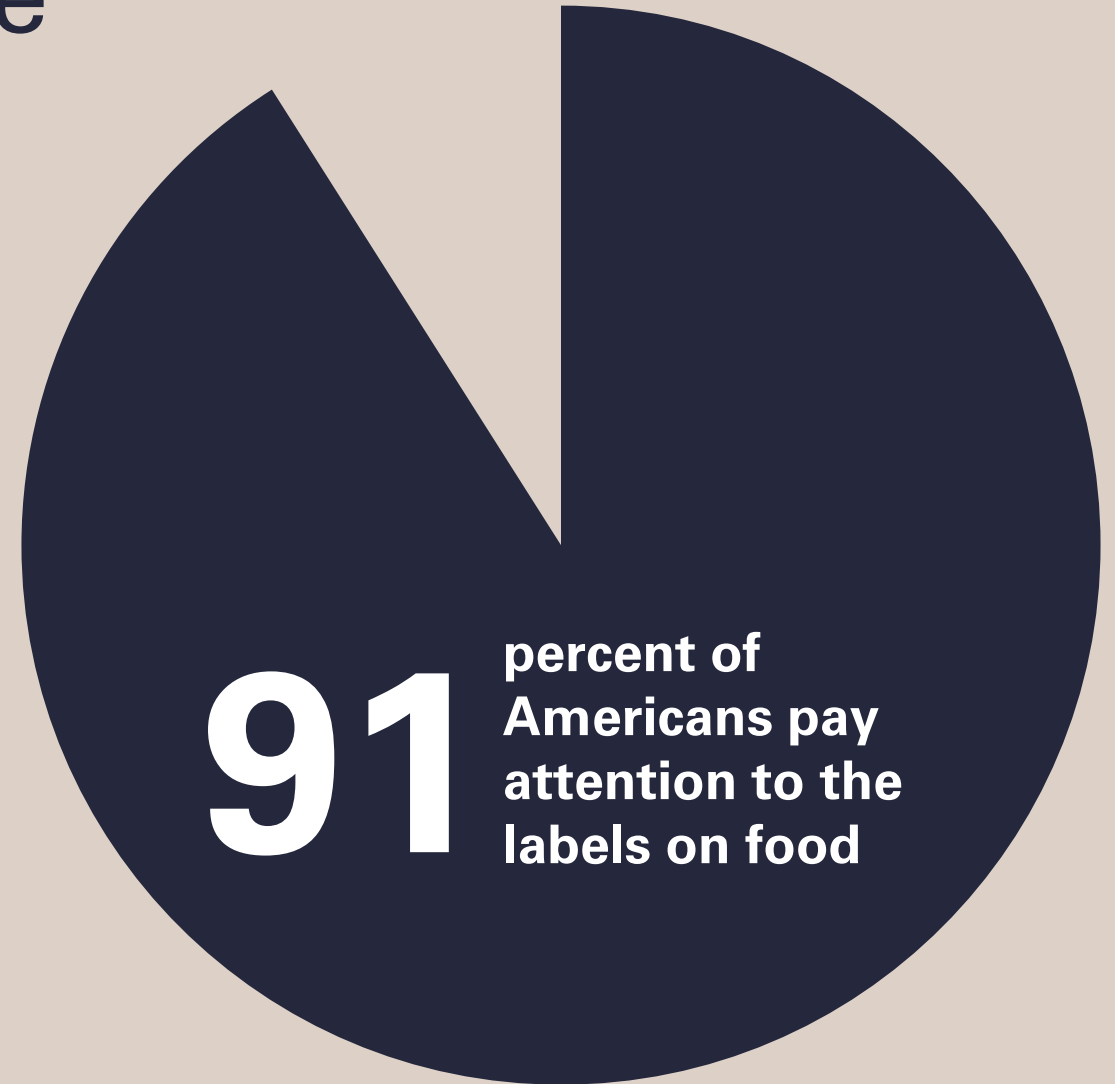
We know we're hurting the environment and losing a lot of money but we can't seem to figure out how to reduce the amount of food we're throwing away.

Food waste by category



We waste food because we're **conditioned** and **confused**


We're conditioned to seek out the freshest food but often don't know the shelf life of the food we're buying. "Best by", "sell by", and expiration date labels often refer to quality, not safety of food. We'd rather be safe than sorry and we think eating food past these dates will make us sick.



We waste food because we don't have the **time** to think about it

American families throw out between **14 and 25 percent** of the food and beverages they buy. This can cost the average family between **\$1,365 to \$2,275 annually**.

Goal

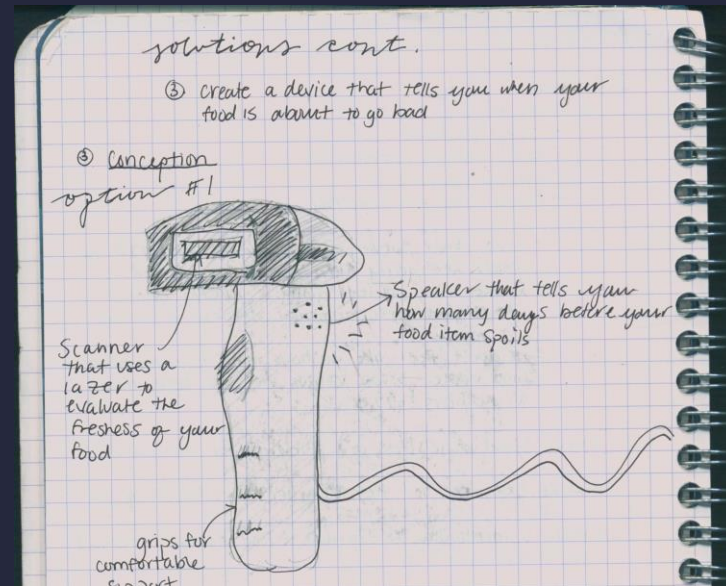


**Make food waste
less of a problem for
americans.**

sketches Conception

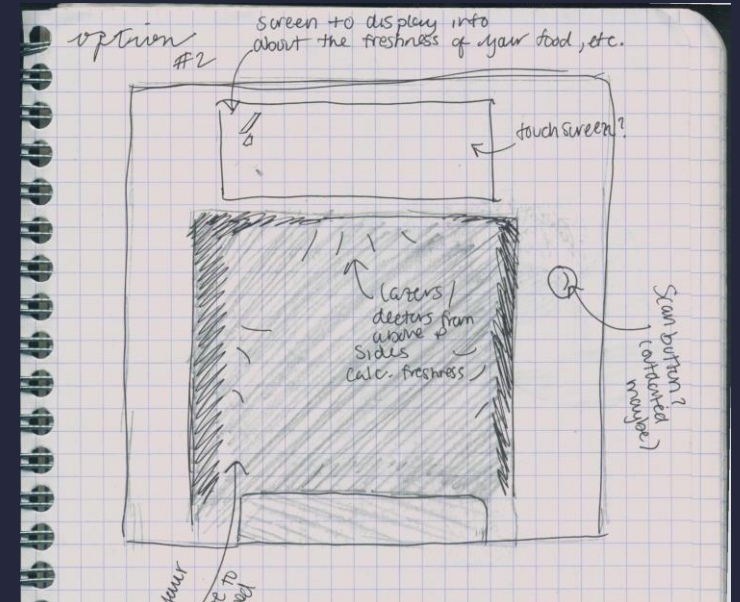
Taking inspiration from supermarkets and modern technology, some of my initial thoughts involved creating some kind of scanner that would evaluate the freshness of any food item, perishable or non-perishable.

The goal was to create an object that would not only tell users how long they have before their food goes bad, but to also provide a way to remind people to eat their perishing food. I wanted to create something intuitive and easy to have around the house.

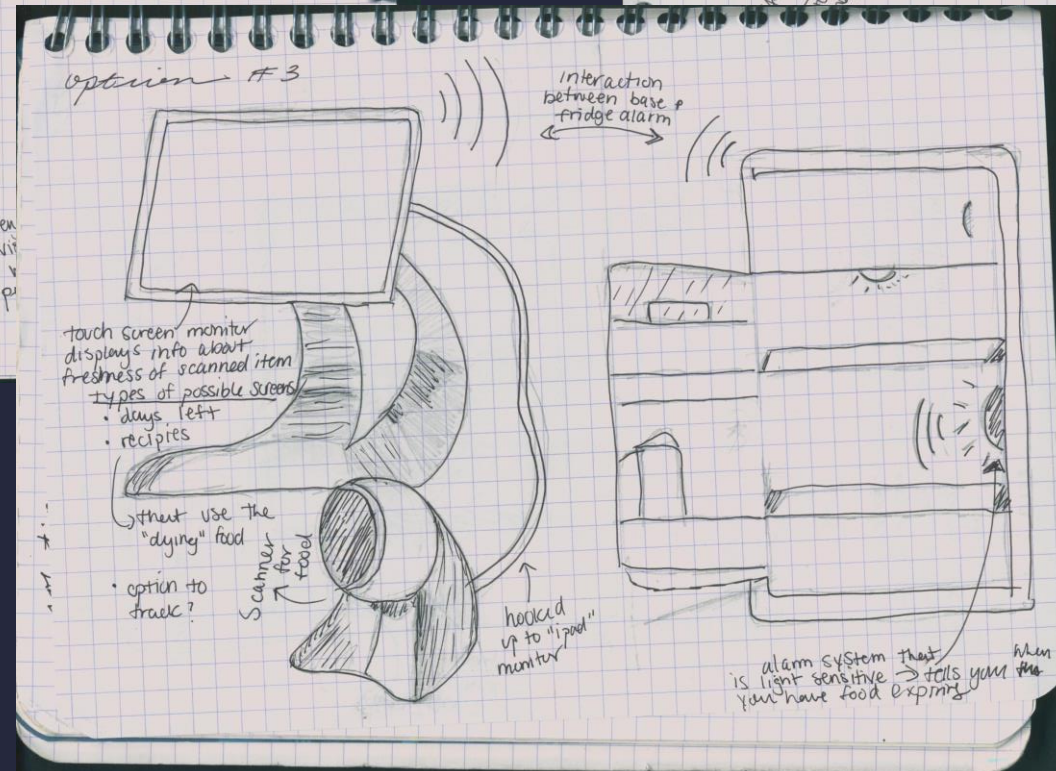


- Pros
- light weight
 - portable
 - easy-to-use

- Cons
- not accessible to even
 - would benefit from vit
 - need some kind of v people to use their p



- Cons
- bulky
 - size might not be able to accommodate bigger foods (meat, watermelons, etc)
 - takes up lots of space.
 - need a way to remind



Esfresco is

a multi-dimensional solution to food waste in American households. It features a scanner which evaluates the freshness of a food item and displays the days that remain before it spoils in the attached tablet.

The tablet offers features such as the ability to search for recipes that use the scanned food item and store the remaining shelf-life of the scanned food.

This device comes accompanied with an esfresco alarm that lives in the household fridge. It works with the tablet + scanner to send and receive messages and remind users that they have food that is expiring soon. These alerts begin three days before expiration.

