

Spice up your lunch



## Problem

- 50% of meals each week are eaten alone.
- Busy schedules make it difficult to eat with others.
- From talking to the target market, the biggest barrier to cooking is the time it takes to shop and prepare.
- When people do not have time to prepare food, the next option is takeaway which enables fast, unhealthy meals often eaten alone.

## Proposal

- **Season:** a fresh food prep station enabling people to buy, prep, and eat a healthy lunch while on the go.
- Season is a social eating station that transforms any common space into a place for social eating and diverse community.

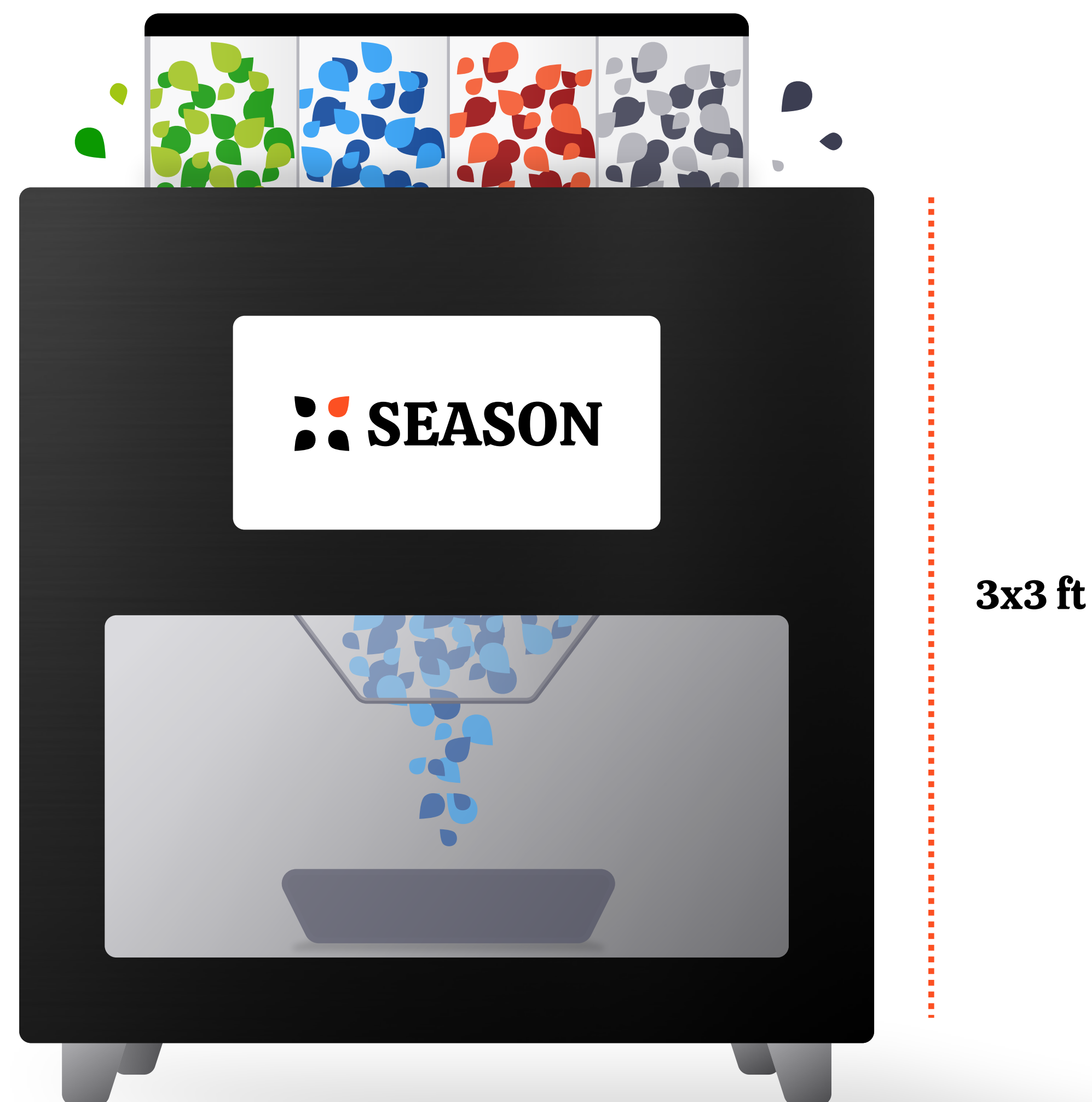
**Touchscreen with  
contactless payment to  
order fresh meals**

**Can use standalone or with  
matching modular seating  
to create a communal space**

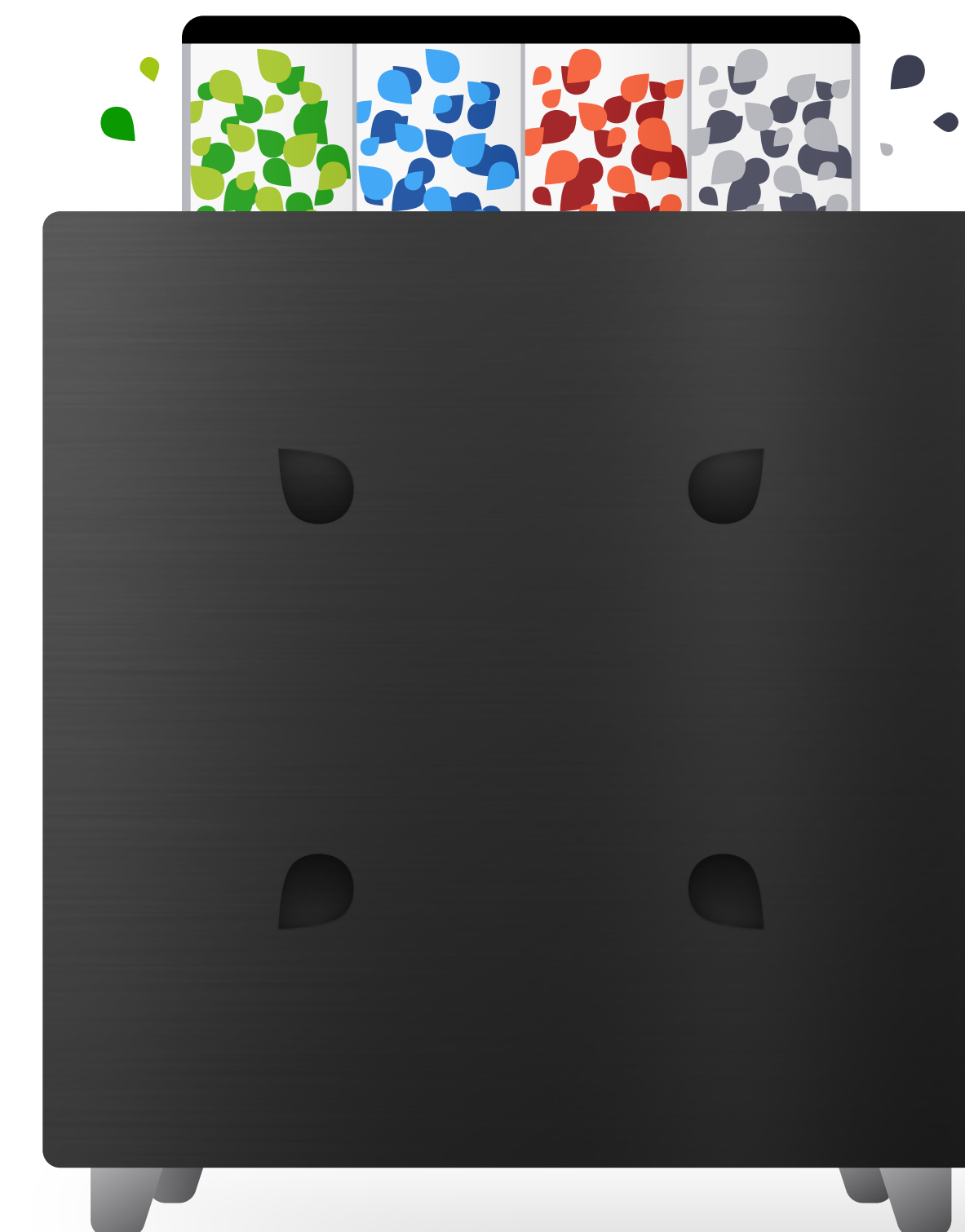


**16 refillable canisters of  
fresh ingredients**

**See plate as it is filled and  
collect your meal when the  
glass lifts**



**FRONT**



**SIDE**

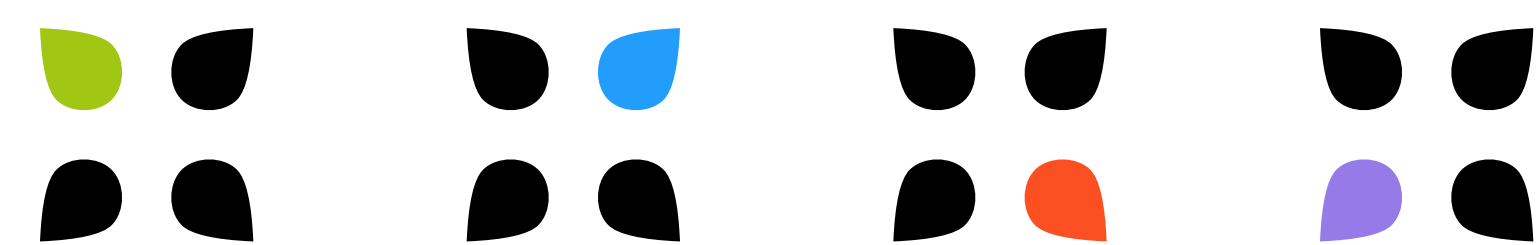


**BACK**



**Modular seating can be  
added on up to 3 sides**





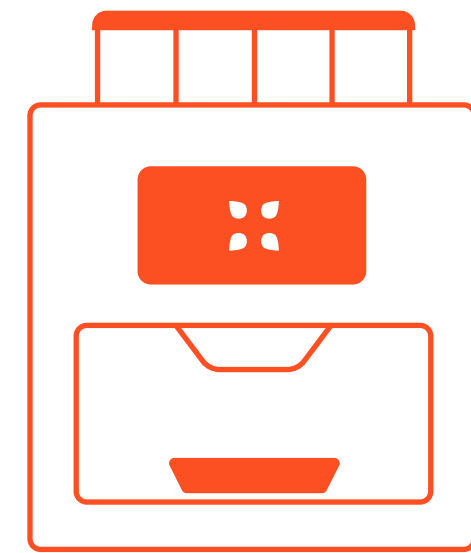
## A colour for every season

Season's 'bloom' device works throughout the product, from single buds used to spice up designs to the 4 options presented for each category as you build your meal. The bloom represents not just the fresh food within, but the growing community without.

# Building community

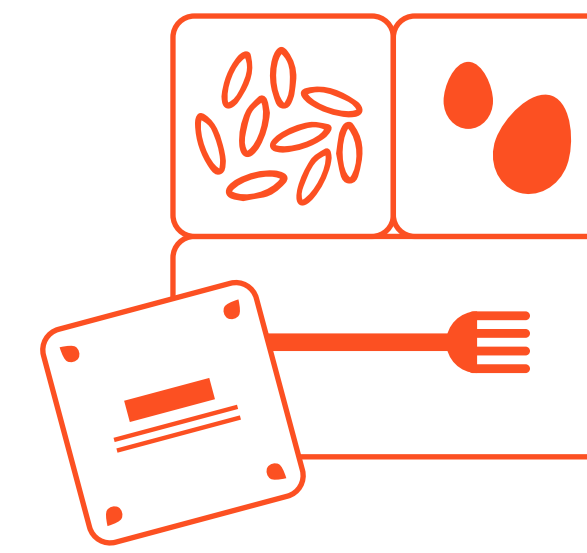
- **For people** - Season provides a healthy meal option and place for community for working people aged 18-44 with busy schedules.
- **For businesses** - Business owners can transform their shop into a social area with a Season station, bringing in new faces and hosting community potluck events.





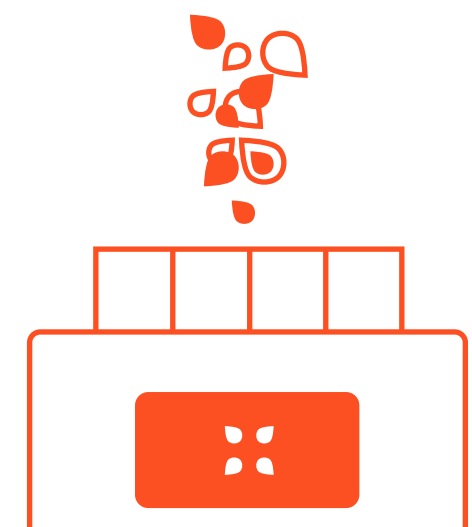
### Build a meal

Choose from 4 different:  
bases + mains + extras + seasoning



### Collect a recipe

Each meal comes with a recipe card with  
half of your selected ingredients

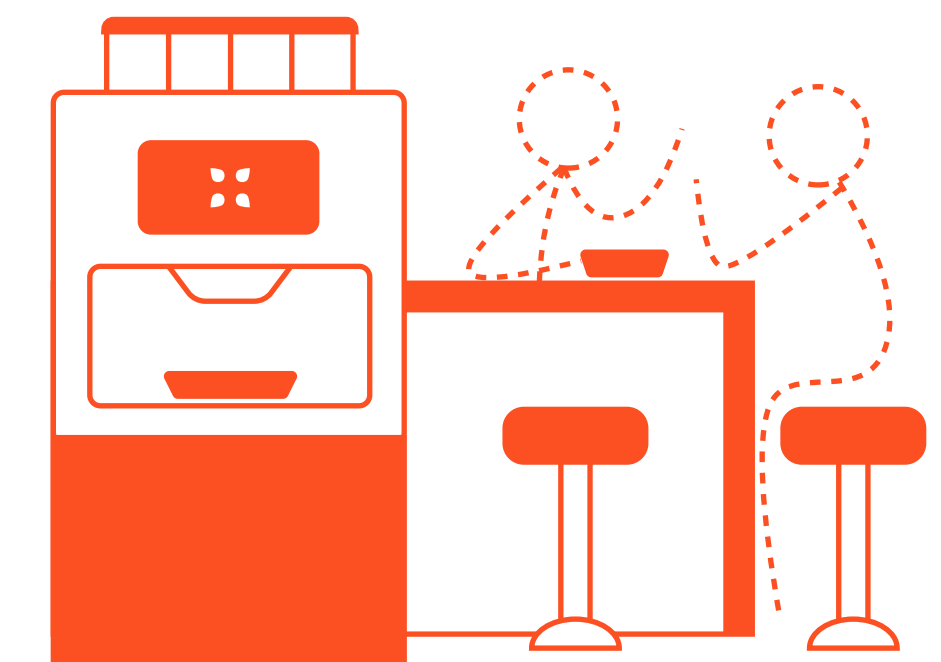


### Refresh produce

Season is refreshed with fresh, local  
produce that changes seasonally

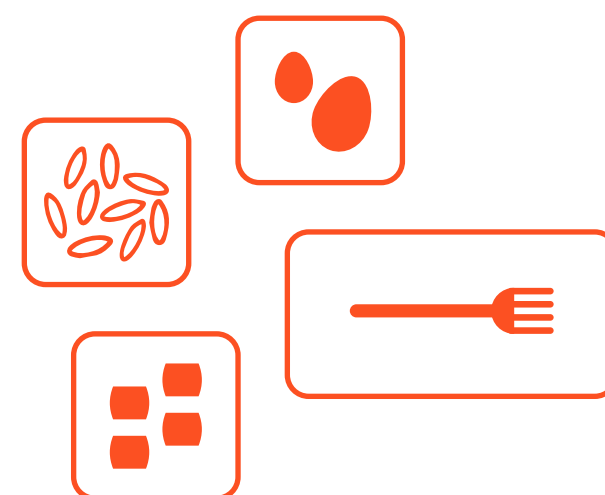


Season is a low waste, fresh food prep point; building  
community while empowering local businesses



### Prepare + share

Mix up the ingredients your way and  
enjoy at the communal eating area



### Leftover potluck

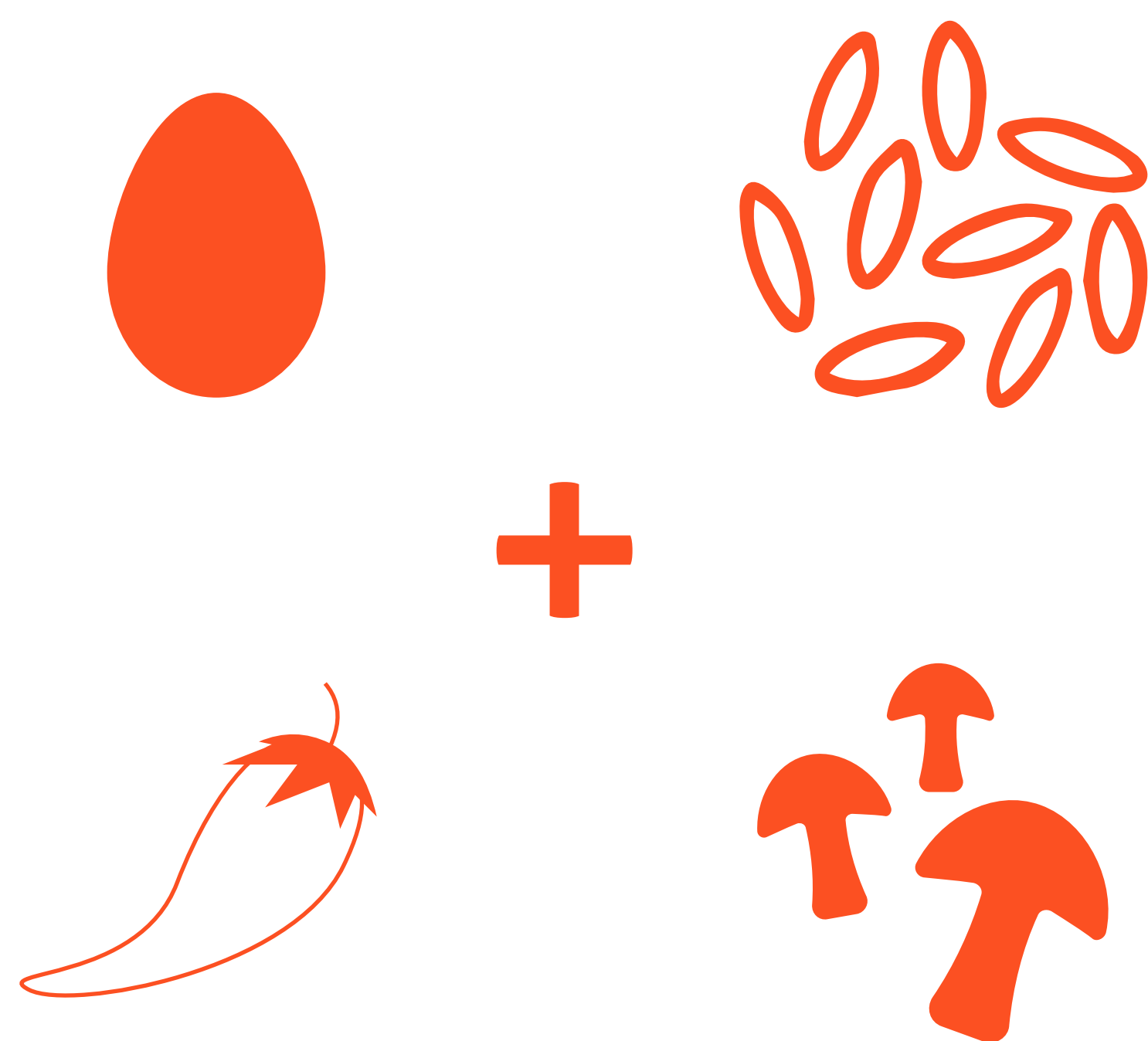
Join a communal potluck using any  
leftover ingredients each week



### Discover new recipes

Swap cards to complete recipes and scan  
the combo to get a sharing portion



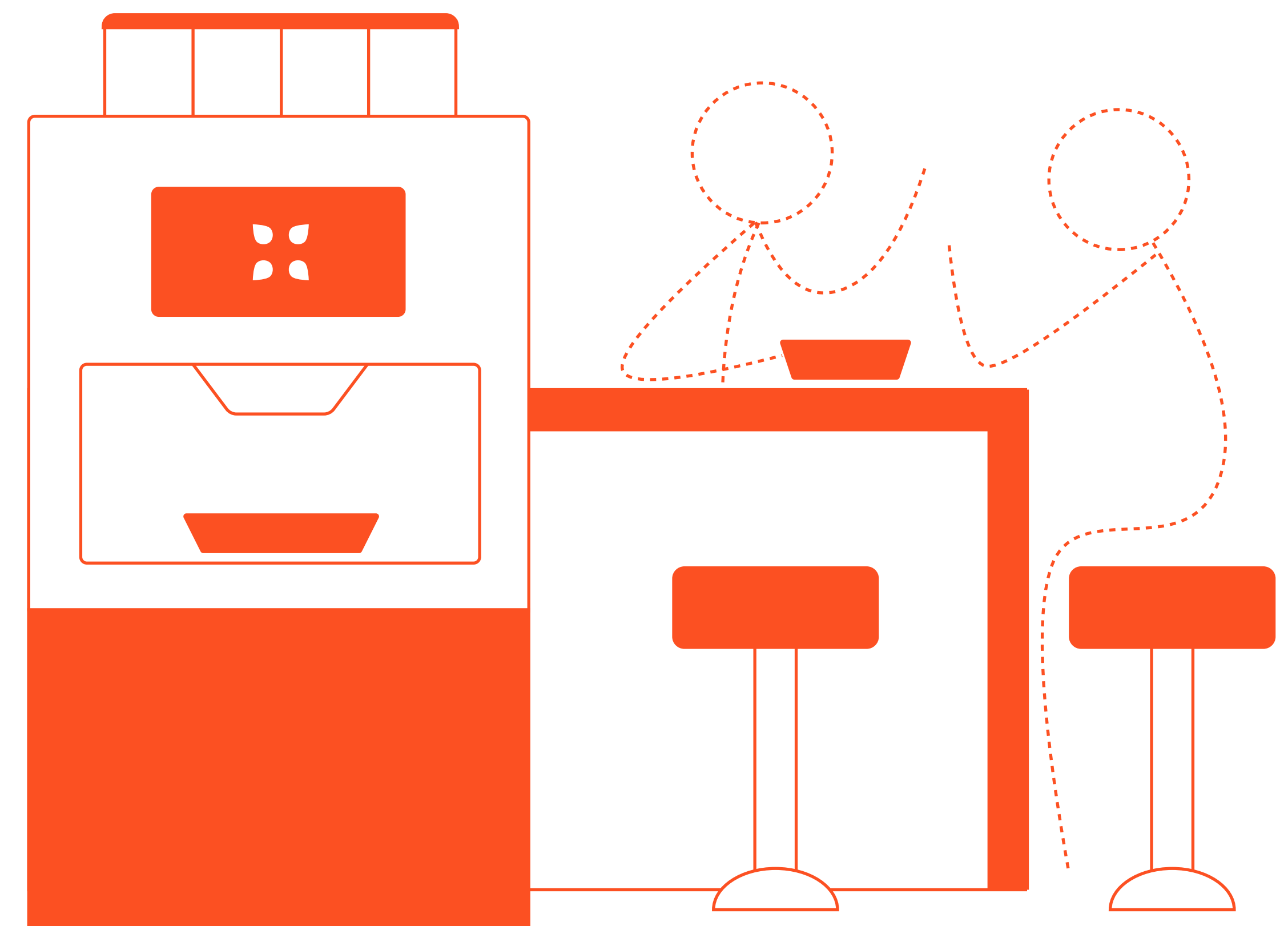


## Spice up your lunch

- ◆ **Enjoy fresh food fast** - Buy, prepare, and eat a healthy meal when you're out and about at a Season station.
- ◆ **Food your way** - Choose 1 each from 4 different mains, bases, extras, and seasonings to build a healthy meal your way.
- ◆ **Spice up your lunch** - Get the ingredients and mix them up your way, swap with others enjoying a meal at the station, or combine with your own meals.

# Transforming spaces

- ◆ **A social eating point** - Season transform any space into a place for community, adding a fresh food prep station and communal eating area to cornerstores, parks, and small businesses.
- ◆ **Empowering local businesses** - Add a readymade social eating area to your business or augment an existing arrangement with Season.
- ◆ **Open to all** - Enjoy a meal from the station, bring your own, or mix and match. Season offers a place to pause while out and about.





## Better together

- ◆ **Spice up your routine** - Each Season meal comes with a semi-transparent recipe card detailing half of your ingredient selection. Share and overlay cards to complete new recipes and scan the combo at a Season station to get a sharing portion.
- ◆ **Made to share** - Season's biodegradable meal trays have 4 compartments, one for each ingredient. Mix them up your way or tear and share with others.
- ◆ **A place to pause** - Meal trays have no plastic covers, limiting waste and encouraging eaters to sit and enjoy on the spot rather than take away.

# More than a meal

- ◆ **Fostering community** - Season stations are equipped to host weekly leftover potlucks, donating any remaining ingredients for a free, all-welcome community meal.
- ◆ **Empowering local enterprise** - All ingredients are locally sourced and refreshed seasonally, providing an accessible distribution platform for local entrepreneurs.
- ◆ **Good for people, good for the environment** - Spice up your lunch without the guilt as all ingredients are locally sourced, only sustainable materials with minimal waste used, and all leftovers donated or composted.

