Dinner Dash: A Quarter Of Brits Serve Speedy Supper In 15 Minutes

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Brits are dashing home from work and preparing their weeknight dinners at lightning speed, a study by top Asian food brand, Amoy, has revealed.

Twenty two per cent of us spend 15 minutes or less each evening preparing dinner, with longer working hours and arduous commutes contributing to us cutting down on time spent creating evening meals.

The survey also showed that, day-to-day, more than one in eight of us don't know what we are having for dinner that evening, with just 12% of respondents sticking to a meal plan made in advance.

Life on the go and demanding work schedules mean that time poor Brits are increasingly on the lookout for quick and easy meal solutions, with 69% of us scouring the shelves for meals that are quick to prepare and almost half (46%) frequently looking to the internet for recipe ideas.

Busy lifestyles are also resulting in consumers multi-tasking at tea time, with a fifth of us admitting to having dinner in front of the television and one in ten simultaneously surfing social media sites, such as Facebook.

Commenting on the research, Consultant Psychiatrist and Behavioural Expert, Dr Ben Sessa said: "This research reveals an important shift in how Britons view dinner time and its role in 2014. Dinner once marked a focal point in the day of the average UK consumer, but the convenience culture in which we live in 2014 means that cooking our meals has to be an easy and quick process.

"It's also interesting to see that Britons are increasingly moving away from giving dinner time their undivided attention. Smart devices and screens that are never far from our glance mean that weekday mealtimes have become another opportunity for us to multitask. Both of these behavioural patterns mean that the UK needs quick and convenient solutions that don't compromise on quality."

To help busy Brits living life on the go, Amoy has launched a range of delicious Amoyzing Meals in a Minute™ recipes created by TV chef, Ching-He Huang.

The collection offers a simple and convenient way to bring modern flavours of Asia to kitchens across the UK in a matter of minutes, giving time-poor cooks a wide range of midweek meal options that are quick and easy to prepare. From Thai classics such as Chicken Pad Thai to Chinese dishes like Cantonese Beef and Black Bean Noodles, the Amoyzing™ Meals in a Minute recipe collection offers a wide range of dishes to suit every taste.

John Alderman, Marketing Manager at Amoy, comments: "To help ensure that consumers have easy access to simple meals that are quick to prepare and don't compromise on taste, Amoy has a wide range of products to offer, which deliver authentic Asian flavours, without the fuss.

"From Soy and Stir Fry Sauces to Straight to Wok Noodles, Amoy has solutions to provide delicious dinners that are quick to prepare and packed full of flavour."

For more information and to check out Ching He Huang's Amoyzing™ Meal in a Minute recipes, visit www.amoy.co.uk

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Notes to editors:

Survey of 2,000 UK adults was conducted by OnePoll

Amoy has been producing Oriental foods and ingredients since 1908 when the company was founded in the Chinese city of Amoy.

For more information contact:

Stef Morley at the Amoy Press Office on 0208 971 3300

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