

JOOST



Non-dietary restrictions

Joost is 35 years old. He lives in Bunnik in a “rijtjes” house he bought around three years ago, where he lives alone. He works as an internal auditor. Joost has a demanding job, working many hours per week, and he is single.

Joost used to travel a lot for work before the COVID pandemic. Nevertheless, he also likes to travel abroad for holidays to get to know other cultures. After work, he cooks and eats rapidly, so he has time to do other activities like renovating his house or sport. Although he is used to eating alone, he does not enjoy it. He is used to having dinner with friends once a week and often eats with his parents on the weekends. However, he finds himself having dinner alone due to the current situation. Usually, he prepares something easy and practical. He often cooks extra food that he can later re-heat on those days when he does not feel like cooking.

He does not like to eat in silence, so he looks for something entertaining to watch while having his dinner on his couch, in front of the TV.

Joost never finds the motivation to cook fresher dishes or spend more time enjoying his dinner as he thinks eating is just another chore, and he prefers to spend time doing other things. Also, he likes it more when he has dinner accompanied as he often feels lonely and bored. That is why Joost likes to be quickly done with cooking and eating. However, he is trying to improve his eating- quick habit, which is not good for his health.

Attitudes:

‘I want to eat slower and enjoy my food more’
‘I want to be entertained while I have dinner’

Challenges:

He doesn’t like cooking as he is usually too tired after work, so he prepares food quickly and eats fast to do other chores.

Cooking behaviour:

He cooks with pre-cooked ingredients from the closest supermarket.
He prepares a lot of food so he can eat on different days.

Eating behaviour:

He always eats around 18:15h and often orders takeaway food. Sometimes, during the weekends, he eats with family or friends.