

Hungry people buy

**70%**

more food than  
people who aren't hungry.



# GOAL & STRATEGY

We want to raise awareness of the big problem of food waste  
by tackling hunger-shopping in retail.

A close-up photograph of a woman's face, showing her eyes, nose, and mouth. She is biting into a slice of kiwi fruit that has been coated in a brown, bread-like crust. The kiwi slice is held between her teeth, and the crust is being broken apart. The background is a plain, light gray.

**BITE BACK**  
AGAINST FOOD WASTE



## AT HOME

**#biteback** is a social media campaign that encourages people to show the effort it takes to tackle the modern shopping experience.

The aim is to raise awareness of the issue and to put pressure on retailers to change how they operate.



*I'm going to the store! Here's to not returning as the proud owner of isle four. #biteback*

## ON THE ROAD

Using the official hunger scale as a visual element we can make people on their way to the store conscious of their own hunger level and that it is important to eat in order to reduce hunger-shopping.



## AT THE STORE

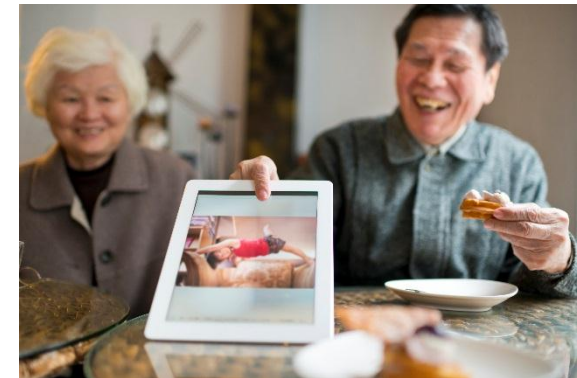
By creating a series of stunts outside selected food retailers we can raise awareness of how hunger-shopping leads to increased waste.

One of the activities can be to hand out healthy snacks to shoppers and document the impact on their shopping experience.



## AFTER SHOPPING

We ask the people to share their stories and advice on how to tackle hunger-shopping. These stories can be shared on social media in order to get family and friends to join in *biting back* against hunger-shopping, supermarket seduction and wastefulness.



## Collecting stories. Building knowledge.

Biting back is as much about the physical act of eating to tackle food waste, as it is a symbol for standing up to big companies and powerful institutions.

Letting people fight wastefulness and hunger – one bite at the time.

