

Project Number: Grocery Shopping
Date: 01/29/09

Thanks for coming today. My name is Patrick. I work for a market research firm called ABC. Today we are going to discuss your grocery shopping habits. Now you should know that I don't work for a particular company that endorses this specific food product, so you shouldn't be afraid that you're hurting my feelings with anything that you say. What we are looking for is your honest, open opinions. So why don't you start off with just telling me where you typically grocery shop, where, when and how often?

Well, I go to various places in my locale: Costco, Acme, Superfresh, and even Whole Foods, which I know is expensive, but they have a lot of special products you can't find elsewhere.

I go to Giant and Golden Eagle twice a week. I also go to Trader Joe's sometimes.

What do you mean by "special"?

Gluten-free products in particular. I have celiac disease, so I have to stay away from gluten as much as possible, despite how much I love eating pizza.

Can you tell me more?

Right. Well like I said, I have celiac disease, so I cannot eat wheat or most other grains. I usually have to stick with rice flour or corn flour, but I don't really like those so I often avoid most grain substitutes altogether. I do like quinoa sometimes. It's a good replacement for oats.

And what about you, John? Your mom has this condition?

Yes, so I have to be careful what I purchase for her. We have a list on our refrigerator of substitutes she likes.

I've never tried this quinoa. I might have to try that sometime.

Yeah, you should. It's not bad.

If you prepare it with the right seasonings it's good - preferably with a rice mix. On its own, it's what I would deem as rabbit food.