

Cake with Facemask: Contemporary Food Designing During COVID-19 Pandemic

Pathum Sookaromdee¹, Viroj Wiwanitkit²

¹*Private Academic Consultant, Bangkok Thailand.*

²*Honorary Professor, Dr DY Patil University, Pune, India.*

Abstract

COVID-19 is an important problem that affects countries worldwide. The adaptation to the pandemic is necessary. In food science, there are many necessary adoptions in food business from food production to food sale. Here, the authors present an interesting case of cake with facemask which reflects good ideas on contemporary food designing during COVID-19 pandemic.

Keywords: COVID-19, food, design.

Introduction

COVID-19 is an important problem that affects countries worldwide. The adaptation to the pandemic is necessary. In food science, there are many necessary adaptations in food business from food production to food sale. The adaptation must be done by any producers, from large industrial business, whole sale and retail. Here, the authors present an interesting case of cake with facemask which reflects good ideas on contemporary food designing during COVID-19 pandemic.

Case study

The case study is from Thailand. A local food producer designed a new style of desert during COVID-19 pandemic. This is to promote the food sale during the crisis. After the launching of the new desert, the dropped sale quantity increased. The new desert is cake with facemask (Figure 1).



Figure 1.Cake with facemask.

Discussion

Food business gets effect a lot when COVID-19 pandemic hits. The food sale might be obstructed and there should be good adaptation. As noted by Leone et al., “*Using the Retail Food Environment and Customer Interaction Model, we describe the impact of COVID-19 in four key areas: (1) community, state, tribal, and federal policy; (2) retail actors, business models, and sources; (3) customer experiences; and (4) dietary intake [2].*”

Indeed, food designing by food designer is an important step. Here, the authors present a case study on new ideas on food deigning. The ideas are concordant with the present new normal on facemask wearing. The cake wearing a facemask is a new innovation. It can reflect and correspond to the changing way of life in the community. The consumers might feel attractive to the new desert and it can increase the income of the food business.

To adapt to a crisis, food business has to find new strategies. Nevertheless, sanitation is still required. Safety of the consumer must be priorities. Good, clean, safe and beautiful food will be the solution of the food business in the present crisis.

Conflict of interest: None

References

1. Hsia W. Emerging new coronavirus infection in Wuhan, China: situation in early 2020. Case Study Case Rep 2020; 10: 8-9.
2. Leone LA, Fleischhacker S, Steeves BA, Harper K, Winkler M, Racine E, Baquero B, Gittelsohn J. Healthy Food Retail during the COVID-19 Pandemic: Challenges and Future Directions¹ Int J Environ Res Public Health. 2020 Oct 11; 17(20): 7397.