

“Keeping It Fresh”

Overview

As eloquently expressed in SubZero’s *Fresh Food Matters* initiative, food is about so much more than ingredients on a plate. Fresh food enriches our lives in areas from family and culture to health and the environment.

And yet, according to the United Nations, up to half of all food produced in the world is wasted. The reason? Confusion over purchasing, storing and serving, thanks to an abundance of conflicting information from disparate sources that perplexes even *The Washington Post*’s readership of socially engaged culinary enthusiasts.

Enter SubZero and WP BrandStudio. We’ll partner on a compelling custom content program that busts myths and cuts through clutter to drive awareness of SubZero and encourage interaction with the *Fresh Food Matters* microsite.

Program Details

A lively and informative look at keeping fresh food fresh could include the following components:

- **A rich-media article** dives into fresh food myths and misinformation through engaging journalistic narrative
- **An interactive quiz** tests readers’ knowledge of fresh food buying, storing and serving
- **A dynamic infographic** provides concise information about buying/ storing/ serving best practices

Program Details

Rich-media article

A WP BrandStudio journalist will take a deep dive into fresh-food trends and topics that intrigue and perplex our readers. We'll interweave expert insights with informative data visualizations to touch on subjects such as:

- What's behind the GMO debate and how it influences your choices at the grocery store
- What "sell-by" dates mean and how to decipher labels on different kinds of food
- Glass or plastic bottles, BPA-free cans and beyond: the role of packaging in food safety
- Best practices for refrigerator vs. freezer storage

Interactive quiz: "Test Your Fresh Food I.Q."

- Readers are presented with a series of questions; they choose one of two possible answers and an immediate visual cue shows whether their response was right or wrong
- A text overlay provides insight about the correct and incorrect choice

Sample question

Fresh carrots should be stored away from:

- a) Celery, cucumbers and chard
- b) Apples, apricots and melons

Insight: To avoid over-ripening, keep ethylene-producing foods (apples, avocados, grapes) away from sensitive foods (carrots, asparagus, chard)

Program Details continued

Dynamic infographic

- A variety of refrigerated and frozen foods are shown with interactive “hotspot” indicators; upon click or hover, hotspots reveal text overlays with surprising and useful information
- Hotspots highlight fresh fruit, vegetables, dairy products, meats, shellfish and more

Sample hotspots

Item: Leftover tomato sauce covered in tin foil

Copy: Stick to glass or plastic when storing acidic foods like tart fruits, tomatoes and dishes made with vinegar. After a few days, acid can interact with the aluminum, causing small amounts to migrate into the food.

Item: Spinach bunch

Copy: Serve fresh spinach with olive oil or other fat to maximize the absorption of fat-soluble vitamins.

Item: Whole mushrooms

Copy: While raw mushrooms are a staple at restaurant salad bars, they contain toxins and should be cooked before eating.

Item: Milk container in the freezer

Copy: While you can freeze milk for later use, it's not recommended. Freezing causes milk to separate and develop a grainy texture.

