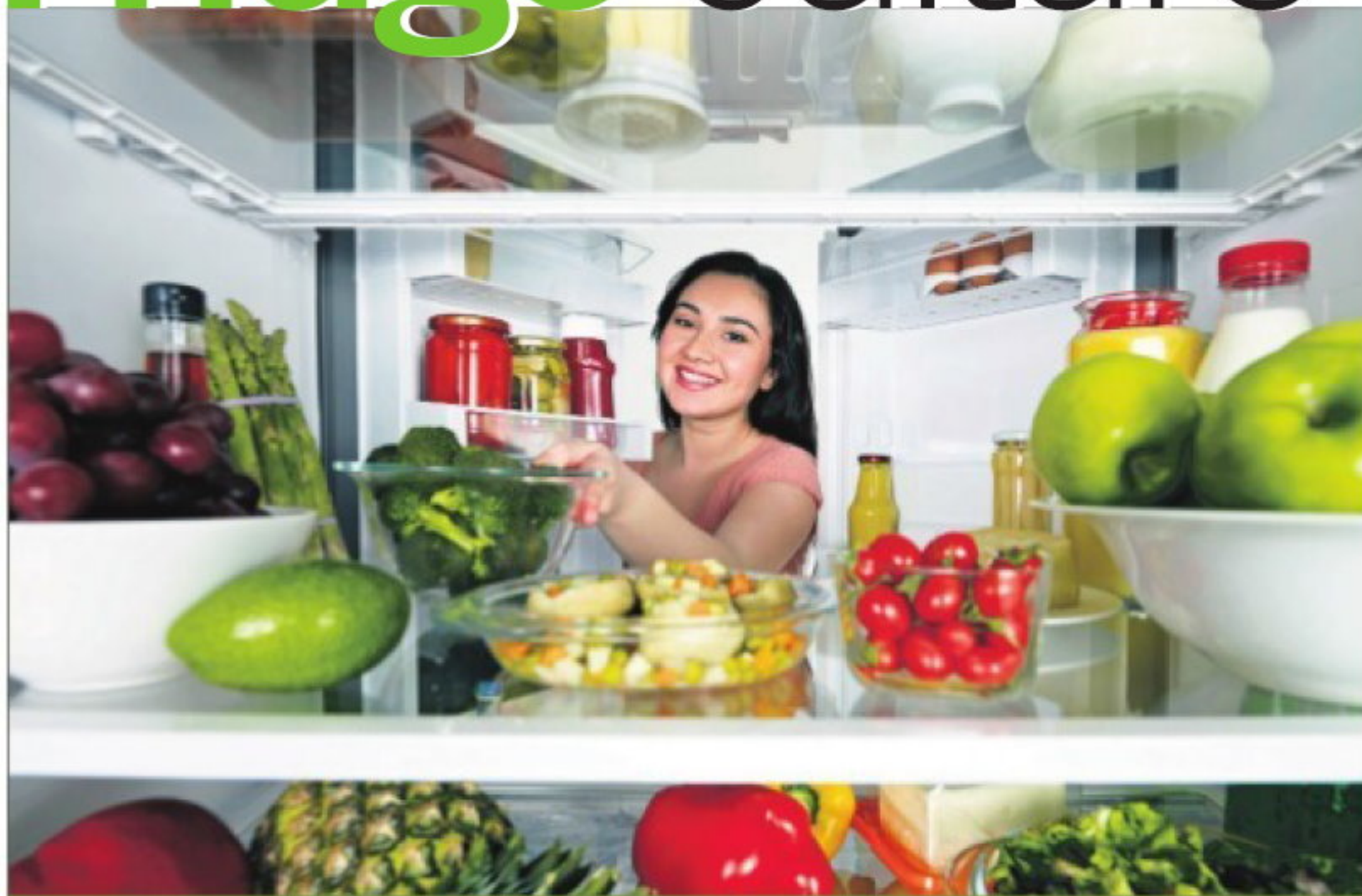


From 'fridge raiders' to 'fridge hedonists', our lifestyle choices are increasingly reflected behind the fridge door

# Fridge culture



ONE home appliance that is a staple in Indian households in urban centres is a refrigerator. These come in a huge range of sizes, styles, colours and of course prices. And to top it all the users of this appliances too come in a huge range. The refrigerator and its contents certainly appear to be close to the heart of many Indians irrespective of the region. An interesting survey conducted recently about how consumers use this appliance revealed that Indians are 'fridge obsessives'. According to Kamal Nandi, Business Head & EVP, Godrej Appliances, this light-hearted survey reveals Indians as secret 'fridge obsessives', taking scrupulous care of the content and maintenance of their fridge. Nearly half respondents (44%) empty and clean the fridge before departing on vacation, and the same proportion always wipe and clean food items before storing them in the fridge. The findings also reveal other relationships and attitudes to this most ubiquitous of household appliances.

“Other respondents to the study also revealed form of 'fridge negligence'; over a quarter admitted to having no idea of the contents beyond bottled water, with 5% describing it as a 'complete mystery', while 8% can't even recall the last time they changed the contents,” adds Nandi.

The survey also revealed Indian's hedonistic streak when it comes to the contents of their fridge. Over a third (37%) always ensure their fridge is stocked with ice cream, while one-in ten are permanently 'party ready', with 12% and 9%

Following is a selection of the 'fridge personalities' identified in the research. Can you identify which ones most closely match you and your family?:

**Fridge Negligent:** My fridge is just a piece of 'kitchen furniture' after all! If I really want fresh food 'a la carte' I'll probably just dial it up; life is too short for 'fridge diligence' I have so many other things to worry about.

**Fridge Spartan:** You are a 'minimalist' in everything; from interior design to home nutrition; everything has its place, nothing to excess. For others it may be 'bare minimum'; but being simply 'adequate' is an art in itself!

**Fridge Raider:** You are a person of passion and impulse; and your fridge is a perfect reflection of this combination! It's only with your fridge that you share a special complicity, whether for comfort or pure indulgence, whether it's a 'pre-lunch pit-stop' or a '3am pick-up'.

**Ice-box Hedonist:** As your friends and neighbors would attest, you never need much excuse for a party, and the fridge is permanently stocked for the eventuality. Whether it's an IPL victory or end-of-term exams, people know whose doorbell to ring when it's time to celebrate, and your fridge is permanently prepared!

**Fridge Obsessive:** Your fridge is not merely a kitchen accessory, it is an extension of your character; neat, ordered, and constantly refreshed - just like you! People say you can learn a lot about a person's character and priorities from their fridge; if this is the case, you'd make the ideal flat mate.

never running low on wine and beer, respectively.

According to Nandi, these findings can be viewed within a deeper context of 'fridge culture' shaping and reflecting the way we live. “The contents of people's the fridges have always fascinated watchers of humanity; from psychologists to artists, as a proxy for how

we live. Checking the state and contents of the fridge has even become a recommended method to check on the suitability of a life partner. The US site, [checktheirfridge.com](http://checktheirfridge.com), for instance, actually requests users submit a photo of a potential dating partner's open icebox and in return provides a detailed breakdown on his

website of the ups and downsides of getting involved with this person”, says Nandi.

Nandi concludes that while the survey was light-hearted, different behaviors can have serious implications for people's health and the maintenance of their fridges. For instance hedonist are at risk of lifestyle diseases.