



FRUX™ HOME AND YARD

FruX Home And Yard Highlights How Home Cooking Trends Are Changing Since The Pandemic

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Kitchen safety accessories and cutlery manufacturer FruX Home And Yard is highlighting the way that the trend in home cooking has changed since the start of the 2020 coronavirus pandemic. The company is asking readers to check out an article from Smart Brief titled "How The Pandemic Is Shaping Home Cooking Trends" to find out more about the overall changes in consumer behavior.

Wuhan, China, the epicenter of the pandemic, rang the alarms on the rapid spread of the coronavirus near the end of 2019. The first coronavirus case in the United States was reported on January 20, 2020, and by mid-March 2020, the country had declared the pandemic to be a national emergency. Given the compressed timeline and how quickly the coronavirus conversation was a part of everyone's life, it is no surprise that many people were caught off guard by the velocity with which things changed. One day they may have been enjoying their usual leisurely plans with friends and family, just to be told the very next day to stay indoors for weeks on end.

One of the primary ways that people had to adjust to the new normal was learning or relearning to cook nutritious and delicious meals at home. This was spurred by fear and mistrust of dining facilities as most

eateries are not equipped to properly implement social distancing norms due to a lack of space and the large number of people that they usually served at once. A lot of individuals and families also lost one or all of their sources of income forcing them to budget aggressively and eliminate wasteful spending such as eating in restaurants or ordering food online to stretch what little they had before the economy opened up again and they could find steady employment.

To give a statistical estimate on how deep the coronavirus's impact has been, the article from Smart Brief also mentions that according to a consumer survey by Acosta, a company providing sales, marketing, and commercial solutions to businesses, 55% of respondents mentioned that they are eating at home more often since the pandemic began. Another study from Bloomberg News and Morning Consult said that they will continue to focus on home-cooked meals once the stay-at-home orders are lifted and the country returns to normalcy. This trend is especially prominent amongst Gen Z respondents, 43% of whom said that they will continue to cook at home more after the pandemic is over. However, a significant portion of those surveyed by Datassential, a market research firm from Chicago, Illinois, also said that cooking at home was a time-sink and fatiguing experience that they could do without.

A spokesperson for Frux Home and Yard commented on the sea change in consumer eating and cooking behavior kickstarted by the pandemic by saying, "We realize that many people who cook at home do so because they have no choice as they may be forced inside by local laws and regulations or they may just not have the financial resources to continue living their old lifestyle. We want to encourage them to stick to and continue their culinary journey because there are far too many advantages to cooking at home. It is much more inexpensive to cook a healthy meal at home than buying one from a third-party provider and you will also end up cooking food that is much healthier with far fewer sugars, processed meats, and salt. You will find your health improving and soon you will also appreciate the simple joys of cooking that you may have never experienced before. If you are looking to make your kitchen experience better and more rewarding, check out some of our amazing products and accessories. They will keep you safe and make sure you have a pleasant time in the kitchen."

Readers who want to find out more about Frux Home and Yard's products can check out its extra-long silicone oven mitts on Amazon.com. The oven mitts are waterproof, BPA-free, and are made from high-quality food-grade, flame-retardant silicone.

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FruX Home and Yard

Established in 2013, FruX Home and Yard is a family owned brand of home products that offer useful, interesting and value priced home products. Currently, they offer high quality home entertaining and decorative lighting products.

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