



WORD ON THE CURB IS...

INDULGENCE REDESIGNED

The treat rebrand

People still want treats. The comfort, novelty, fulfilment, and most importantly, the reward. What's changed is **where that indulgence lives.**



For many, it's moved from takeaways and eating out to "better" supermarket food.

The posh ready meal, the £3.50 dessert, the fancy crisps you don't usually buy, even the at-home equivalents of their once favourite restaurants.

(Reply to this email to let me know you've tried these 🙏)

Supermarket food going viral isn't accidental. Thinking of meals in particular, not just snacks, they:

- Look indulgent (not unlike a takeaway)
- Feel clever to discover (iykyk moments)
- Are easy to justify (they might cost more than cooking from scratch, but are much more affordable than going out)

They turn the weekly shop into a moment of reward.

ACCESSIBLE

AFFORDABLE

AHEAD OF THE CURVE

“started as a ‘treat yourself’ moment in the shop but now I’ve found things that replace where I used to eat out”

- woman, 27, London

“a lot of supermarkets and convenience stores have things as good as takeaway”

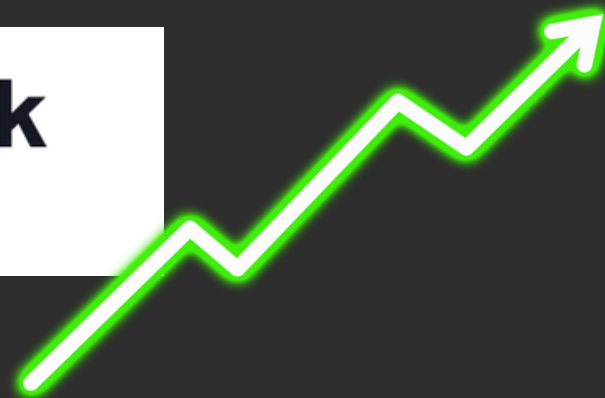
- woman, 25, South West



The discovery element is important, making social sharing a key factor. Finding something feels active, not impulsive. **It turns consumption into a small act of agency rather than a lapse in discipline.**

#newfoodfindsuk

11.5K posts



Why does this all **matter**?

- **Avoidance of guilt.** This isn't quite austerity behaviour. It may stem from that, but it's mainly about optimisation. People aren't cutting indulgence, they're relocating it to places that feel easier to defend. Call it frugal chic*.

*coined by MiaMcGrath

- **Supermarkets as emotional curators?** The supermarket isn't just a utility anymore. It's where people go to feel a bit better about their week (and that's okay!)
- **It's like a reward.** You don't plan a £3.50 dessert the way you plan a restaurant. You discover it online, find it in store, test it and share it with friends. You earned this.

