

# SNACKSTER

## MISSION STATEMENT



*Snackster  
Smart Fridge  
integration  
with Samsung  
Family Hub*

### THE PERSONALIZATION OF AMERICAN CUISINE

American Cuisine is partly the result of industrial practices, geographic agricultural variety, and cultural grafting. Everything from peanut butter and jelly, spaghetti and meatballs, the hamburger and milkshake, or hot dogs and apple pie, have come down from tradition into popular culture, making the landscape of American foods quite diverse. Yet they all have something in common: they are simple, easy to prepare, and incredibly popular with all ages.

American foods are engineered, imaginative, convenient, and designed for life on-the-go. We rush around and don't think about our food choices because someone else has made that decision for us. As Americans, we are absolved from thinking about our diet: WE JUST EAT! Yet, despite our love affair with convenience, American cuisine as a whole can also bring health complications, and even boredom.

Fortunately, every once in a while a new idea comes along that kind of sticks, that tickles peoples' imagination, that adds variety or a twist to a classic dish, and makes eating somehow more fun and memorable. In 1985, for instance, BBQ chicken pizza became a part of the American vernacular, along with a slew of other creative pizza flavors. Today, innovative products not only address our addiction for novelty, but look directly at dietary considerations including lo-cal, sports nutrition, and allergen-free foods, placing big food brands on the cusp of a new frontier, the personalization of American cuisine.

The Snackster application, and game show format, are designed to further this aspect of American food culture, by installing an innovation engine that can be synchronized with personal cuisine. By introducing the idea of "user-generated" into the ready-to-eat and fast foods categories, a new territory for product design can be sponsored into branded entertainment, launching new food combinations, new product flavors, and even entirely new food products, crowdsourced into your favorite grocer's aisles, and inspired by Snackster's digital cuisine automation.

Using gamified cooking tools, and brand partnerships, Snackster intends to affect peoples' lives within the context of their cupboards and kitchens. Getting people to rethink food choices should be fun and offered in an easy-to-do format. That's what Snackster, as a handheld app and companion TV game show, can install: a way to draw people into a larger food conversation that is focused on everyday nutrition, with new technology for reinventing American cuisine.

**Try the Snackster recipe collider, social pantry, or vending machine to invent new foods.  
Your personal cuisine might become the next big food product in your grocer's aisle!**