

Unwrapped: Supermarkets

About *Unwrapped*

Unwrapped uncovers behind-the-scenes details about classic American foods and consumer behavior. Students will learn how favorite foods are made, who buys what, and the history of many popular snacks.

About This Episode

In this episode, students will discover the history behind Kroger's, the technology of the Hand Held Scanner, and the trick to making art out of fruit stickers. Then they will visit a supermarket focusing on fun and take a walking tour of the ethnic markets of Chicago.

Vocabulary

Staple
Concept
Innovation
Improvise
Coveted
Empower
Edible
Expenditure
Perishable
Fare
Commodity
Pursuit
Tourists
Ethnic
Exotic
Delicacy

Discussion Questions

1. Ask students to describe their local supermarket. What types of foods can they find at their supermarket? What do they like about going there? What do they not like about going there?
2. Before supermarkets, consumers had to go to separate stores to get different items such as meats, bakery, deli, pharmacy, etc. Have students add up the "number" of separate stores that are essentially located inside of one supermarket. Then have students predict how much more time it would take to get their weekly grocery list if they had to go to separate stores to fulfill their list.

Extended Activities

Easy Shopping! (Language Arts, Social Studies, Marketing, Design)

In this episode, students "visit" a Kroger store and learn about the many innovations that Kroger has instituted to make the shopping experience more convenient for the consumer. Have students list the examples they remember from the episode. Then have them take a mental or physical trip to their local supermarket and identify all of the things that help to make the shopping experience convenient for them. Ideas include self-checkout aisles, baggers, ready-made foods, produce scales, child-friendly carts, wide aisles, etc. Finally, have them write a commercial or design an advertisement to inform people how convenient it is to shop at "their" store.

Attention: Kids on Aisle 7 (Design, Math, Marketing)

The episode features many innovations that make the shopping experience more convenient,

more fun or quicker for the consumer. Jungle Jim's in particular is a store designed for a real shopping "experience." Have student groups imagine that they have been asked by their local supermarket to design an aisle or store section specifically for kids their age. The aisle/section must carry products that would be appropriate and appealing, must consider convenience and must be a fun shopping experience that would make kids their age want to shop there. Student groups must determine both the product line and the design of the aisle/section. They must also consider cost effectiveness within their design. Have students share their designs with the class.

Testing 123 (Consumer Science, Language Arts, Math)

Students learn in the episode how Kroger's produces hundreds of store brand items. Ask students to list the benefits of buying store brand items. Cost, for example, would be one major benefit as store brand items are typically less expensive. Then have students share why someone might not want to buy a store brand item. Consumers might assume that there is a difference in quality or taste of a store brand vs. a name brand. What types of items would students and their families be willing to buy the store brand version of? Which would they not? Have student groups select a grocery item to research. Their research must compare the costs and ingredients of the store brand item for their product vs. at least two different name brand items. In addition, for food items, they must administer a blind taste test to see if potential consumers can tell the difference between the store brand vs. name brand. For non-food items, students must design a test to determine if there is a difference in quality between the name brand vs. store brand. Have students share their research with the class and draw conclusions about the benefits vs. challenges of store brand items vs. name brand.