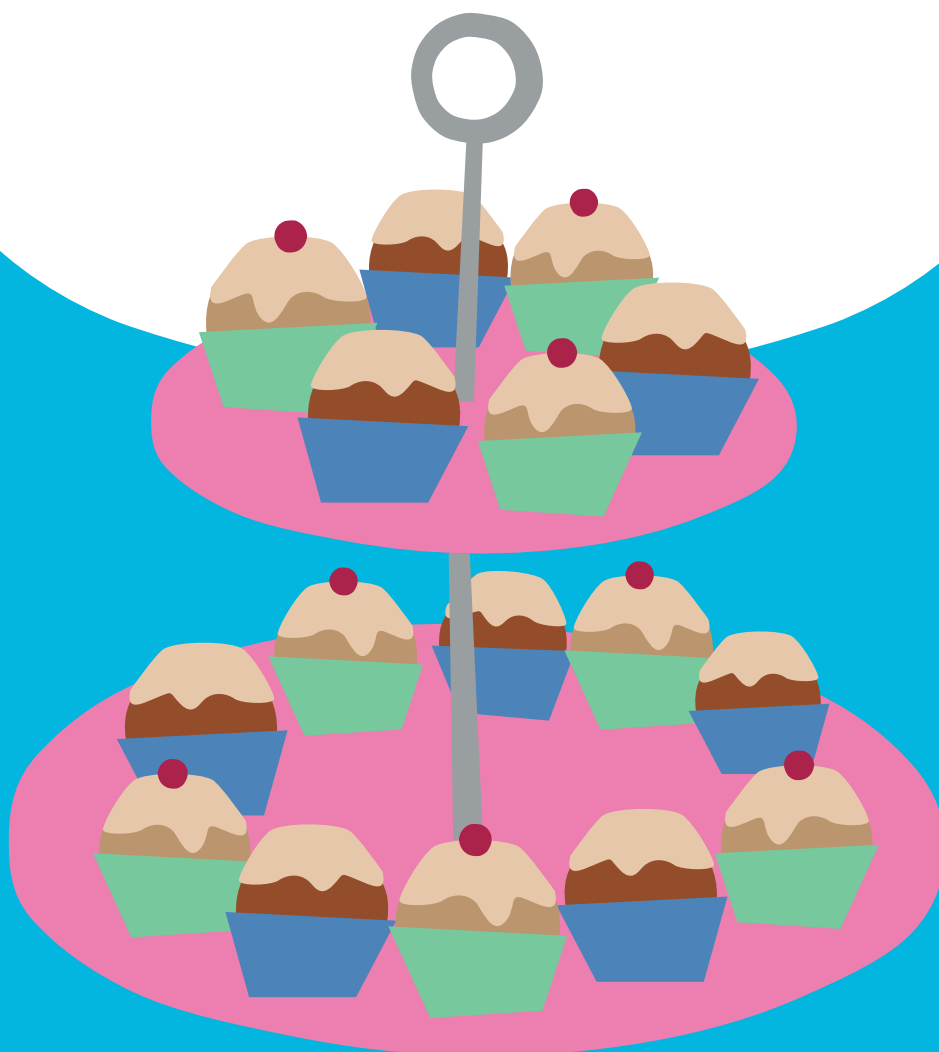


Egg boxes over Xboxes:

# The rise of Lockdown's Little Chefs

Co-op November report 2020



# Introduction

---

## It's egg boxes over Xboxes for new generation of lockdown little chefs

There's little doubt that the events of 2020 have significantly changed the way we live our lives.

Whilst the Coronavirus pandemic has left many of us confined to our homes for extended periods of time, new research from Co-op has revealed that British youngsters are discovering a new kind of playground! More children than ever before are discovering the simple joys that can be found in cooking and baking.

### Enter, the nation's Lockdown Little Chefs!

The rise of the so-called 'Lockdown Little Chef' means youngsters aged between five and 13 years old are now spending, on average, an impressive 84 minutes extra per week, in the kitchen, creating their favourite foodie creations.

Almost two-thirds (64%) of parents or guardians said that they have continued to cook and bake with their children since the first national lockdown began to ease in the summer. And, as all parts of the UK settle into life under new restrictions, on average families state they'll be aiming to spend around three hours cooking and baking to pass the time away.

Children in the North West have been devoting the most time to their culinary creations - with an extra 116 minutes per week spent in the kitchen, followed by those in Northern Ireland at 110 minutes and the West Midlands at 101 minutes.

Children's favourite sweet treats to bake are fairy cakes (18%), followed by cookies (12%), whilst pasta (18%) and jacket potatoes (16%) are the top choices on the savoury menu.

When it comes to how children's eating habits have changed over lockdown, over a third of parents and carers said they'd changed for the better, with over half (54%) of those polled stating this was a result of being able to spend more time eating together as a family.

And it seems that British youngsters don't want the time in the kitchen to come to an end, with over half (51%) saying they'd like to spend more time cooking dinner at home, and a further 32% saying they've been inspired to become a chef or a cook when they're older. 68% of children surveyed say they are better cooks than they were at the start of the year.

### What is Welsh Rarebit?

"A rabbit from Wales"

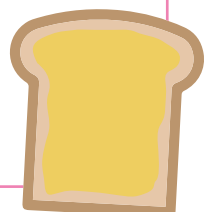
"A place where they  
cook rabbits"

"Welsh food"

"Cooked rare for you  
like steak"

"A rabbit"

"Cheese on toast"





**Greg Rutherford MBE, Olympic Gold Medallist, Celebrity MasterChef Winner 2019 and father of two, said:**

*"As a father myself I know the sheer joy that can come from spending time in the kitchen with your child, helping them to create anything from pizzas and pasta dishes, to brownies and pancakes. Whilst enforced time spent at home has been hard on many of us at times, it's encouraging to see that it has also prompted many youngsters to take more of an interest in cooking and baking. I really hope this upward trend helps to establish a healthy interest in food and mealtimes for our little chefs."*



**Breige Donaghy, Co-op's Director of Delicious Food, said:**

*"The first lockdown earlier this year really shone a light on the simple pleasure creating a meal or baking a cake can bring- it certainly did with my two children in our home. As restrictions continue right across the UK, it's heart-warming to think that children are discovering, perhaps for the first time, just how rewarding time spent in the kitchen can be, as well as building on their bank of favourite recipes. **The fun in the kitchen, whether whipping up some tasty buns or making smoothies, is building a life skill for our little ones.**"*

Children are now spending on average, an extra

**84**

**minutes**  
per week cooking and baking

**94%**

**of parents**  
say they spend more time in the kitchen with their children

**Half**

**of children asked**  
don't want their extra time in the kitchen to end

Almost **a third**

of children have been inspired to become a chef when they're older

Over **half**  
**of parents**

said eating together as a family has prompted positive changes in eating habits



**What are Tatties?**

"Toffee"  
"Turtles"  
"Teddy Bears"

"Toys"  
"Tattoos"  
"Potatoes"

# Favourite Recipes

## The food children made most frequently in lockdown

1. Fairy cakes (43%)
2. Pizza (41%)
3. Cookies (40%)
4. Brownies (29%)
5. Pancakes (29%)
6. Pasta (23%)
7. Banana bread (21%)
8. Rice crispy cakes (18%)
9. Flapjacks (17%)
10. Victoria sponge cake (17%)

## Fairy Cakes

were the most frequently baked recipe by kids in lock down.



## What is Spotted Dick?

"Old fashioned pudding thing"

"Spots on your body"

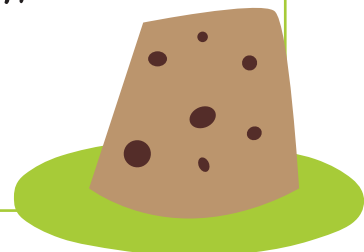
"That's rude"

"Cake"

"Giggling..."

"That's Naughty"

"Sponge with dots"



## What is Black Pudding?

“Pigs Blood”

“That minging thing  
Grandad eats”

“Yucky thing my dad has  
with a fry breakfast”

“What dad eats”

“Type of pudding that is black”

“Type of sausage”

“Yes i ate it once... i thought it was chocolate cake”

## What is Eton Mess?

“When you’re eating and making a mess”

“A big mess”

“Something in  
the sky”

“A game where you  
have to eat jelly beans  
where some are nice  
and some are horrible”

“When your food goes on the floor”

## What is Bubble and Squeak?

“Yesterday’s Sunday’s lunch fried together”

“When I play duck in the bath”

“My two cats”

“When something’s making noises when it cooks”

“The disgusting bits  
of dinner nobody  
wanted to eat”

## What are Rumbledethumps

“Trolls”

“A giant”

“Thumps are making the  
place rumble. Thumps  
are big loud steps”

“Potatoes and vegetables  
mashed together”

“Scottish potatoes  
cabbage and onions”

“No idea!”

“Very rubbly road”

“Something by Roald Dahl”

# Chocolate Cookie Cakes



**Feeds 18**  
**Ready in 45 minutes**

Each serving contains

Energy  
**16%**  
1367kj 327kcal

Fat  
**28%**  
high 19.5g

Saturates  
**60%**  
high 11.9g

Sugar  
**28%**  
high 23g

Salt  
**28%**  
med 0.32g

% of adult's reference intake | Carbohydrates per serving: 34g

## Ingredients

- 150g Co-op Irresistible Fairtrade 70% cocoa dark chocolate • 140g Co-op unsalted butter • 175g light brown soft sugar
- 1 tsp vanilla extract • 2 Co-op British eggs • 185g Co-op plain flour • 1 tsp bicarbonate of soda • 1 tsp baking powder
- 250ml Co-op semi-skimmed milk

## For the icing:

- 150g Co-op Irresistible Fairtrade 70% cocoa dark chocolate • 125g Co-op unsalted butter
- 1 tbsp Co-op semi-skimmed milk • 1 tsp vanilla extract • 6 Co-op Irresistible triple chocolate cookies

## Method

1. Preheat the oven to 190°C/fan 170°C/Gas 5.
2. Put 18 standard paper cupcake cases into two muffin trays.
3. Break the chocolate into a heatproof bowl.
4. Put the bowl over a pan of simmering water, ensuring it doesn't touch the water.
5. Heat gently until the chocolate melts.
6. Leave the chocolate to cool slightly.
7. Beat together the butter, brown sugar and vanilla extract until fluffy.
8. Separate the egg yolks and keep the whites.
9. Add the egg yolks to the mix and beat, then add the cooled chocolate and beat again.
10. In another bowl, mix together the flour, bicarbonate of soda and baking powder.
11. Add half this flour mixture and half the milk to the chocolate mixture, and combine.
12. Repeat with the remaining flour mixture and milk.
13. Beat the egg whites into peaks and fold into the chocolate mixture with a metal spoon.
14. Spoon into the cupcake cases and bake for 18-20 mins until just cooked and fluffy.
15. Remove from the tin to cool.
16. Meanwhile, make the icing.
17. Melt the chocolate over simmering water, as before.
18. Leave to cool slightly.
19. Add the butter, milk and vanilla extract into the chocolate and beat together.
20. Spoon the icing onto the tops of the cooled cakes, then break each cookie into 3 pieces and top each iced cake with a piece.



**For more details, please contact  
the press office**

Victoria Simons  
victoria.simons@coop.co.uk

Aimi McNeill  
aimi.mcneill@coop.co.uk



## **The rise of Lockdown's Little Chefs**

---

Research conducted on behalf of Co-op, Sept-Nov 2020, 2000 respondents (Parents of children aged 5-13 and Children aged 5-13).