

# Sustainable

## fast food

≡ B.10 ≡

I think the concept from Roy Choi and Daniel Paterson could work and have the effect that they hope for.

For me its hard to imagine that fast food is such a big ~~thing~~ and normal thing in everyday life. Because in my opinion <sup>in Germany</sup> it is still in balance.

I guess a challenge will be that people want to eat healthier because most of them ~~think~~ <sup>thinks</sup> its harder and more cumbersome.

Because of that I would say the store has to ~~present~~ present a live style.

The facility has to be cool and catchy. That will attract alot of people especially teenagers and younger people.