

Back to the good old days

The daily **drudgery of picking up groceries** from the local supermarket is no fun for anyone. But with help from the internet, you can let your fingers do the walking! Food **outlets** are nowadays offering consumers an **alternative** possibility. And what could be easier.

At your convenience, choose the items you need from your desktop, **indicate** the time for pick-up, **pop by** the store – and voilà, you're done. No waiting in long lines. No running around with the usual **hunger pangs**.

While some of us still want to **squeeze** the fruit to make sure we are buying something fresh, many people are making online grocery shopping an every day reality. Do you really need face-to-fruit contact? Think of all the other purchases – airline tickets, books, hotel reservations, concert events – you've made over the internet in the last year. You might just be surprised at how comfortable you've become with online shopping.

For any parent who spends a full day at work, the idea that you can get home faster to cook dinner is an enticing option. Online grocery shopping also offers people who may have trouble walking (or may just have the flu) the chance to shop **with ease**.

In many respects, the growth of online groceries is telling of the **maturity** that the internet is experiencing. We no longer need to see a real person to buy something. By now, we trust that if we give our credit card number online, this private information is protected – and that we will get the product we **shelled out** money for.

Or maybe this is really just an old idea, after all. Many of us can remember home deliveries of milk. Even older generations may remember blocks of ice that were brought to your doorstep. Somewhere along the way we've forgotten that it's quite natural for someone to bring foodstuff to us, rather than spending **exhausting** hours to hunt it down. Maybe it's time we go back to the good old days.

Glossary

alternative	offering a choice between two or more things
at your convenience	at a time that is best and easiest for you
drudgery	hard boring work
enticing	something that attracts or interests you a lot
exhausting	making you feel extremely tired
groceries	food and other daily consumer goods
hunger pang	sudden feelings of being hungry
in many respects	in many ways
indicate	to say or to make clear
maturity	the state when something is fully developed
outlet	shop
pick up	to buy something or get it from a shop
pop by	to go somewhere quickly
shell out	to pay a lot of money for something
squeeze	to press something firmly from all sides
with ease	easily