

## 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

<b>alternative</b>	vaihtoehtoinen
<b>at your convenience</b>	milloin sinulle sopii
<b>drudgery</b>	raadanta
<b>enticing</b>	houkutteleva
<b>exhausting</b>	uuvuttava
<b>groceries</b>	elintarvikkeet, ruokatavara
<b>hunger pang</b>	äkillinen nälän tunne
<b>in many respects</b>	monessa suhteessa
<b>indicate</b>	ilmaista
<b>maturity</b>	täysi-ikäisyys, kypsyy
<b>outlet</b>	vähittäismyyjä, kauppa
<b>pick up</b>	ostaa, hankkia
<b>pop by</b>	poiketa, piipahtaa
<b>shell out</b>	maksaa, pulittaa, panna rahaa johonkin
<b>squeeze</b>	puristaa
<b>with ease</b>	vaivattomasti, helposti