

# Consumer Studies

CLASS TEXT & STUDY GUIDE

Maralyn Burger, Elmarie Augustyn & Anneke du Plessis

GRADE

# 10

CAPS

3-in-1



THE  
**ANSWER**  
SERIES *Your Key to Exam Success*



# Grade 10 **Consumer Studies** 3-in-1 CAPS

## CLASS TEXT & STUDY GUIDE

This Grade 10 Consumer Studies 3-in-1 study guide gives you a step-by-step but thorough introduction to the Grade 10 CAPS curriculum.

The detailed notes, practical tips, generous array of questions, answers and exam paper practice provide the Grade 10 learner with all the skills, content material and consolidation necessary to excel in this subject.

### **Key Features:**

- Comprehensive notes per topic
- Questions and answers per topic
- Practical work: food production
- Exam paper and memo

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## THIS CLASS TEXT & STUDY GUIDE INCLUDES

- 1 Notes per Topic
- 2 Questions per Topic
- 3 Detailed Answers

*Plus a sample Exam Paper and Memo*

E-Book  
available 



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- ▶ your side plate is placed on your left
- ▶ take small bites and eat slowly
- ▶ do not lick your knife
- ▶ chew with your mouth closed and do not talk with a mouth full of food
- ▶ place your knife and fork side by side on your plate when you have finished eating
- ▶ leave your plate in front of you when you have finished eating, do not push it away, the waiter will come and fetch it
- ▶ the person responsible for paying the bill should add a tip (usually at least 10% of the bill) for the waiter
- ▶ switch off your cell phone or put it on vibrate/silent



## UNIT 6 MARKETING

### PURPOSE OF MARKETING

- ▶ The purpose of marketing is to introduce a good product or service to the consumer.
- ▶ Marketing attempts to reach all potential customers/clients by constantly reminding them of the product/service, to inform them where they can buy it and what price they can expect to pay for it.
- ▶ If a business is to grow, marketing needs to be done.

### THE DIFFERENCE BETWEEN MARKETING AND SALES

#### Marketing

Marketers focus on the consumer's needs and provide the appropriate product at a realistic price.

#### Sales

Sales form part of the marketing campaign, during which the salesperson convinces the consumer to buy the product.

### MARKETING STRATEGIES FOR CONSUMER PRODUCTS

Businesses use information regarding consumer behaviour to develop marketing strategies.

Consumer behaviour determines whether a person will buy a particular product or use a particular service.

### Target market

The target market is the specific group of consumers at which marketing/promotion is aimed. This group usually has a need for the product and can afford it.

### Market segmentation

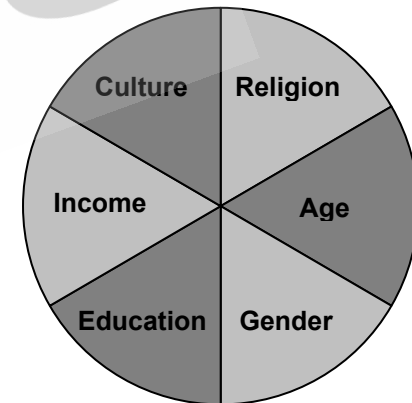
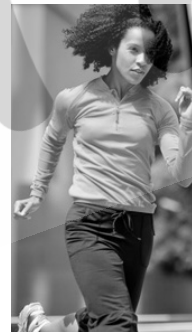
A large group of people who are divided into smaller groups with the same needs and desires, e.g.:

#### ▶ Geographic segmentation

- ▶ the **area** in which the consumer lives, as well as the **number** of people living there can give an idea of how many products should be manufactured
- ▶ **climate** determines the sales of products such as air conditioners and solar heaters

#### ▶ Demographic segmentation

- ▶ refers to the **people** who live in a specific area
- ▶ the pie chart below illustrates examples of demographic segments at which a marketer looks to market his product



#### ▶ Psychographic segmentation

- ▶ refers to a consumer's **lifestyle** segmentation
- ▶ the consumer's must be taken into consideration
  - attitudes
  - interests
  - opinions
  - lifestyle
- ▶ the above mentioned aspects change regularly, which make it difficult to determine the target market's psychographic profile



## QUESTION 23

Study the advertisement below and answer the following questions:



Joy is sharp, bright and exuberant.

Not black and white

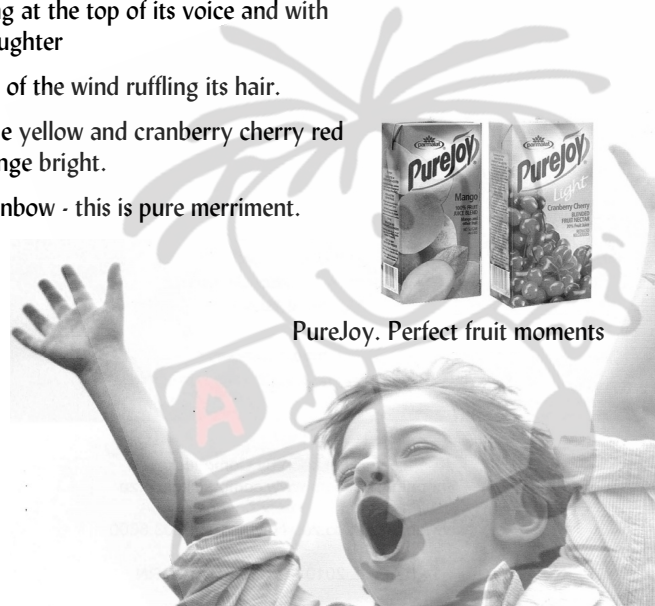
Full colour

Colour rejoicing at the top of its voice and with mischievous laughter

Loving the feel of the wind ruffling its hair.

Joy is pineapple yellow and cranberry cherry red and peach orange bright.

Move over, rainbow - this is pure merriment.



- 23.1 Name TWO reasons why businesses advertise. (2)
- 23.2 Who is the *target market* in the *Pure Joy* advertisement above? (1)
- 23.3 Name THREE types of information on the label of Pure Joy product that the target market would study when making a purchase. (3)
- 23.4 Which human need, according to Maslow, is addressed in this advertisement? (1)

- 23.5 Name ONE example of electronic marketing. (1)
- 23.6 Is this advertisement effective? Substantiate your answer. (2)
- 23.7 The packaging material for the *Pure Joy* product is **paper**. Does this packaging material have a positive or negative impact on the environment? Substantiate your answer. (2)

## QUESTION 24

Study the label below and answer Question 24.1 and 24.2. Write only the correct letter next to the appropriate question number.

Each 225g serving contains	
Energy	765 kJ
Sugars	10 g
Fat	1 g
Saturates	0 g
Salt	0 mg
Sugar	0%

**STORAGE CONDITIONS:** UNOPENED: KEEP COOL AND DRY. OPENED: REFRIGERATE, USE WITHIN 3 DAYS. BEST BEFORE DATE ON CAN.

**CONDITIONS DE CONSERVATION:** FERMÉ: CONSERVER AU FROID ET AU SEC. OUVERT: RÉFRIGÉRER, UTILISER DANS LES 3 JOURS SUIVANT L'OUVREMENT. À CONSERVER DE PRÉFÉRENCE AVANT LA DATE INDICQUÉE SUR LA LATTE.

**CONDICIONES PARA GUARDAR:** NO ABIERTO: MANTENER FRÍO Y SECO. ABIERTO: REFRIGERAR, USAR UN ESPACIO DE 3 DÍAS. CONSUMIR ANTES DE LA FECHA INDICADA EN LA LATA.

- 24.1 The brand name of the product is:
- A. Baked Beans
- B. KOO
- C. in Tomato Sauce
- D. It's the best you can do (2)
- 24.2 What important information, which consumers need to make sure that the product is still safe to use and is the best quality, is missing on the label?
- A. kJ value per portion
- B. price
- C. serving suggestion
- D. expiry date (2)



# UNIT 1

## FOOD PRACTICES OF CONSUMERS



People eat because they have a physical need for food, i.e. because they are hungry.

### FACTORS INFLUENCING CONSUMER FOOD PRACTICES

#### Culture/traditions

- ▶ traditions vary from culture to culture and influence food choices, e.g. maize as a staple food in Africa and rice in China
- ▶ the different cultural groups have settled around the world, with the result that we have the opportunity to eat traditional food from other countries, e.g. sausage from Germany, sushi from Japan, curries from India
- ▶ special occasions, e.g. births, weddings and funerals, also have an impact on food choices

#### Religion

Most religions have rules/prescriptions as to what may be eaten and what not:

##### ▶ Islamic faith

- ▶ only halaal food may be eaten; animals must be slaughtered according to prescribed methods
- ▶ pork and alcohol, or food containing alcohol, is avoided



##### ▶ Jewish faith

- ▶ only kosher meat is eaten
- ▶ blood should flow from the meat before it is eaten
- ▶ pork and shellfish are avoided
- ▶ meat and dairy products are not eaten together



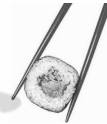
##### ▶ Christian religion

- ▶ any food may be eaten
- ▶ pickled fish is very popular during Easter



##### ▶ Hindu religion

- ▶ mostly vegetarians (do not eat food of animal origin)
- ▶ beef is not eaten, since cows are considered sacred



- ▶ pork is considered unclean
- ▶ milk and dairy products are eaten
- ▶ no alcohol is used



#### ▶ Buddhist religion

- ▶ mostly vegetarians because they believe animals should not be hurt
- ▶ meat may, however, be eaten
- ▶ some Buddhists also eat fish



#### Socio-economic status

- ▶ money determines how much and what type of food is bought and eaten
- ▶ people are divided into low, middle or high socio-economic groups according to their income, level of education, occupation and social status in the community

Low socio-economic group	Middle and high socio-economic group
<ul style="list-style-type: none"> <li>▶ largest percentage of their income is spent on basic food</li> <li>▶ they have to buy what they can afford</li> <li>▶ they find it difficult to prepare balanced meals due to a lack of funds and food types</li> <li>▶ they are limited to shops in their neighbourhood, which are more expensive than supermarkets and do not sell a variety of foods</li> <li>▶ their diet is usually not balanced</li> <li>▶ an excessive intake of (cheaper) carbohydrates could lead to obesity</li> <li>▶ a nutritious meal can also be cheap, if cheaper foods like dried beans, eggs, maize meal and pilchards are used</li> </ul>	<ul style="list-style-type: none"> <li>▶ a lot of money can be spent on foods high in fat and sugar, which could lead to diet-related diseases, e.g. obesity and diabetes</li> <li>▶ there is more money available to buy food, but there is less time to prepare food due to leading a hectic life with many social activities</li> <li>▶ they often make use of convenience foods and frequently eat out in restaurants</li> <li>▶ they can choose where they want to shop</li> <li>▶ a good income does not necessarily guarantee well-balanced, nutritious meals, but there is a greater variety to choose from</li> </ul>



## UNIT 7




# FOOD STORAGE



*Food storage includes procedures to be followed to prolong the time that perishable and non-perishable foods retain their quality.*


### STORAGE AREAS (dry, refrigerator, freezer)

► Tips for proper storage:

Dry	Refrigerator	Freezer
<ul style="list-style-type: none"> <li>► it should be cool, dry and dark</li> <li>► good ventilation</li> <li>► containers must be clean, dry and airtight</li> <li>► shelf surfaces must be smooth and easy to clean</li> <li>► new purchases should be placed at the back - the principle of first in first out must apply</li> <li>► never store food on the floor</li> <li>► store food and cleaning products far away from each other</li> </ul>	<ul style="list-style-type: none"> <li>► the temperature should be kept at between 2°C and 4°C</li> <li>► all food should be covered to prevent drying and absorption of strong flavours</li> <li>► the refrigerator should not be overloaded, otherwise air cannot flow freely</li> <li>► store highly perishable products in the coldest part of the refrigerator, vegetables in the vegetable drawer and bottles in the fridge door</li> <li>► clean regularly</li> </ul>	<ul style="list-style-type: none"> <li>► the temperature of the freezer should be kept at between -18°C and -23°C</li> <li>► seal packets and mark them clearly</li> <li>► place fresh or new products at the bottom and the older products at the top, so that the oldest products are used first</li> </ul>
		

### STORAGE PROCEDURES

► Storage procedures differ with regard to the perishable nature of food.

	Non-perishable	Half-perishable	Perishable
<b>Definition</b>	<ul style="list-style-type: none"> <li>► food that can remain good for more than 2 weeks at room temperature</li> </ul>	<ul style="list-style-type: none"> <li>► food that spoils within 4 to 10 days at room temperature</li> </ul>	<ul style="list-style-type: none"> <li>► food that spoils within 1 to 3 days at room temperature</li> </ul>
<b>Examples</b>	<ul style="list-style-type: none"> <li>► dry cereals, rice, flour, sugar, breakfast cereals, dry legumes, nuts, canned food, coffee and tea</li> </ul>	<ul style="list-style-type: none"> <li>► butter, margarine, eggs, cheese, bread, most fruit and vegetables and unsealed jam</li> </ul>	<ul style="list-style-type: none"> <li>► raw meat, poultry, fish, cooked protein food and milk</li> </ul>
<b>Storage</b>	<ul style="list-style-type: none"> <li>► cereals, grain products and dried legumes in sealed containers that are stored in a cool, dry place, where it will remain good for a few months</li> <li>► nuts are stored in the same way as cereals (please note that nuts contain oil that may become rancid later)</li> <li>► tinned food must be stored in a cool, dark place where it will remain good for a few months</li> </ul>	<ul style="list-style-type: none"> <li>► eggs, butter, margarine, cheese and jam can be stored for 2 - 4 weeks in a cool place, preferably in the refrigerator</li> <li>► fruit and vegetables must be stored in the refrigerator, where it is cool and dark; the storage time is mainly determined by the type of fruit or vegetable; it can also be frozen successfully for a few months</li> <li>► bread can be covered and then stored in a cool place for a few days, or be frozen for a few months</li> </ul>	<ul style="list-style-type: none"> <li>► in the refrigerator: if the items are covered, most of it will stay good for 4 - 6 days</li> <li>► in the freezer: if the items are well covered and sealed, it can remain good for up to 12 months</li> </ul>
			



## CALCULATING THE COST OF A PRODUCT/ITEM

Draw a table with 7 columns, as indicated below, and follow the steps below to complete the table:

**Column 1:** Write the ingredients from the recipe in this column.

**Column 2:** Write the quantities required in the recipe in this column.

**Column 3:** Write the purchasing unit in this column, e.g. ml, l, g or kg

**Column 4:** Write the purchase price in this column

**Column 5:** Only complete if the units in columns 2 and 3 differ.

Convert the units in column 2 to the purchasing unit using the table on p. 46

**Column 6:** Do the calculation in this column:

$$\frac{\text{Amount of ingredient required by recipe}}{\text{Amount purchased}} \times \text{Price}$$

**Column 7:** Write the total cost per ingredient, according to the calculation in column 6, in this column.

Column 1	Column 2	Column 3	Column 4	Column 5	Column 6	Column 7
Ingredient	Quantity required	Quantity purchased	Purchase price	Conversion (if any)	Calculation	Total
egg (large)	1	6	R6,69	-	$\frac{1}{6} \times R6,69$	R1,11
sugar (white)	25 ml	1 kg / 1 000 g	R8,69	20 g	$\frac{20}{1\,000} \times R8,69$	R0,17
milk	125 ml	1 litre	R8,29	0,125 litre	$\frac{0,125}{1} \times R8,29$	R1,04
margarine	12,5 ml	500 g	R13,49	11,5 g	$\frac{11,5}{500} \times R13,49$	R0,31
flour	250 ml	1 kg / 1 000 g	R8,19	120 g	$\frac{120}{1\,000} \times R8,19$	R0,98
baking powder	10 ml	50 g	R4,49	8 g	$\frac{8}{50} \times R4,49$	R0,72
<b>Direct Costs</b>						<b>R4,33</b>

### Biscuit recipe

(yields 10 biscuits)

1 large egg

25 ml sugar (white)

125 ml milk

12,5 ml margarine

250 ml flour

10 ml baking powder



*Comprehensive pricelist and conversion table for ingredients can be found on p. 46 and 47*

## CONVERSIONS in Column 5

### sugar

$$250 \text{ ml} = 200 \text{ g}$$

$$1 \text{ ml} = 200 \div 250 = 0,8 \text{ g}$$

$$25 \text{ ml} = 0,8 \times 25 \\ = 20 \text{ g}$$

### milk

$$1\,000 \text{ ml} = 1 \text{ litre}$$

$$125 \text{ ml} = 125 \div 1\,000 \\ = 0,125 \text{ litre}$$

### margarine

$$250 \text{ ml} = 230 \text{ g}$$

$$1 \text{ ml} = 230 \div 250 = 0,92 \text{ g}$$

$$12,5 \text{ ml} = 0,92 \times 12,5 \\ = 11,5 \text{ g}$$



### flour

$$250 \text{ ml} = 120 \text{ g}$$

### baking powder

$$250 \text{ ml} = 200 \text{ g}$$

$$1 \text{ ml} = 200 \div 250 = 0,8 \text{ g}$$

$$10 \text{ ml} = 0,8 \times 10 \\ = 8 \text{ g}$$

- ▶ the **direct costs** of the product are calculated by adding all the amounts in column 7, namely R4,33
- ▶ **other costs** (packaging and overheads) are now added and finally the profit is calculated

e.g. if the overheads costs are R15, packaging R10 and profit 50%, it is calculated as follows:

$$\text{direct costs} \quad R \ 4,33$$

$$\text{overheads} \quad R15,00$$

$$\text{packaging} \quad R10,00$$

$$\text{TOTAL} \quad R29,33$$

- ▶ 50% **profit** is calculated as follows:

$$\frac{50}{100} \times R29,33 = R14,67$$

- ▶ the **selling price** is calculated as follows:

$$R29,33 + R14,67 = R44,00$$

OR  $\frac{150}{100} \times R29,33 = R44,00$

- ▶ the **unit price** is calculated as follows:

$$\frac{R44,00}{10} = R4,40$$



### Remember:

$$\text{Selling price} = \\ \text{Production costs} + \text{Profit}$$



$$\text{Unit price} = \frac{\text{Total selling price}}{\text{Number of portions}}$$

- › lever-type taps
- › bath and shower taps at a convenient height on the wall
- › handrails in the bath and shower
- › an adjustable showerhead or hand-held shower

#### ▶ Furniture

- › choose furniture that require little maintenance

#### ▶ Appliances

- › controls for appliances, e.g. the stove, should be at the front
- › make sure there are open spaces around appliances

#### ▶ Tools/equipment

- › tools must have non-slip handles
- › equipment such as mixing bowls must have a rubber base



## UNIT 3 ADAPTING THE HOME ENVIRONMENT FOR THE DISABLED

Persons with disabilities may be in wheelchairs (at a standard height of 45 - 55 cm from the floor) and/or have impaired vision or hearing, or weakened hands.

### DESIGN CONSIDERATIONS

#### Accessibility

##### ▶ Entrances and driveways

- › build a ramp instead of stairs at the entrance to the house
- › the ramp should have a railing and a non-slip surface
- › the bricks in the driveway must be level in order to ensure that the surface is even
- › install good lighting
- › install automatic doors
- › build an entrance with an overhang so that it is protected from rain
- › make sure there is a surface/shelf at the entrance on which something can be placed while the door is unlocked
- › walkways should be at least 90 cm wide - without any obstructions
- › the front door should be 90 cm wide, with a lever handle
- › a doorbell with a flashing light can be used for deaf people



#### ▶ Doors

- › opening must be at least 90 cm wide
- › use swing away hinges
- › use lever handles on doors
- › doorsteps should not be higher than 1 cm

#### ▶ Windows

- › must open easily
- › should be lower so that people in wheelchairs can see outside

#### ▶ Floors

- › must be level
- › must be non-slip
- › avoid loose rugs
- › choose carpets that are easy to maintain
- › fabrics must be durable, especially in the case of wheelchairs

#### ▶ Handrails

- › useful in bathrooms and kitchens
- › useful in passages
- › place it on both sides of stairs

#### ▶ Lifts

- › a lift or a lift chair is useful if the house has more than one level



### Rooms

#### ▶ Kitchens

- › use durable work surfaces that require little maintenance
- › work surfaces must be lowered to at least 80 cm from the floor
- › work surfaces should have rounded corners
- › knee space under sinks, countertops and stove
- › a mirror above the stove to see into pots
- › kitchens with a U-shaped or L-shaped layout works best

#### ▶ Sleeping facilities

- › bedroom must be at least 3 m × 3,7 m
- › drawer next to the bed
- › table that can be moved over the bed is useful for various activities
- › clothes rails 1 m to 1,37 m from the floor
- › adjustable rails in cupboards facilitates the dressing process
- › the bed and the wheelchair must be at the same height from the floor
- › handrails along the bed makes getting in and out easier
- › light switch must be within reach of the bed

## Characteristics of white sauce

### Appearance

- ▶ glossy and white

### Texture

- ▶ smooth and free of lumps
- ▶ consistency according to type of white sauce

### Flavour

- ▶ well flavoured

### The effect of moist heat on starch

- ▶ Moist heat causes **gelatination**, which is when starch swells up by absorbing the liquid when it is heated, e.g. rice.
- ▶ Maximum thickening occurs.
- ▶ The starch becomes transparent.
- ▶ The mixture develops a cooked flavour.

## MACARONI AND CHEESE

Yields 2 portions

### Ingredients: Pasta

500 ml	water	1 ml	salt
5 ml	oil	125 ml	raw pasta

### Method: Pasta

1. Heat water to boiling point.
2. Add salt, pasta and oil.
3. Boil for ± 15 minutes (without lid) until 'al dente' - soft, but still firm.
4. Drain pasta in a colander.

### Ingredients: Cheese sauce (white sauce with added cheddar cheese)

25 ml	margarine
25 ml	flour
200 ml	milk
1 ml	salt
150 ml	grated cheddar cheese

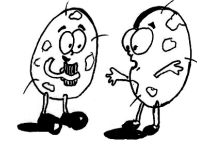
### Method: Cheese sauce

1. Melt the margarine, remove from the stove and mix flour in.
2. Remove from the heat, gradually add milk while stirring continuously.
3. Return to the stove and stir over medium heat until thickened.
4. Simmer for 2 minutes.
5. Remove from the heat and add cheese until everything has melted.

### Serving

1. Place pasta in a dish.
2. Pour cheese sauce over it.
3. Garnish with extra grated cheese, tomato and parsley.

## UNIT 5 EGGS



- ▶ The main nutrient in eggs is protein.
- ▶ Eggs are very versatile and are used in many dishes.
- ▶ The three main characteristics of eggs are:
  - ▶ Coagulation - the protein in the egg starts to set when heated (60°C - 70°C)
  - ▶ Egg white traps air to form a foam when it is whisked.
  - ▶ Egg yolk has an emulsifying function.

### EFFECT OF HEAT ON EGGS

- ▶ Proteins set when exposed to heat.
- ▶ The egg white solidifies between 60°C and 65°C and changes from a transparent liquid to an opaque solid.
- ▶ The egg yolk sets between 65°C and 70°C and changes from a yellow liquid to a yellow solid.
- ▶ If egg white is cooked too long or at too high heat, the egg white becomes tough and rubbery and the egg yolk becomes powdery.

### COOKING METHODS

#### Boiled eggs

- ▶ Eggs should preferably be at room temperature before being boiled.
- ▶ Bring the water to boiling point and using a tablespoon, lower the eggs into the water carefully.
- ▶ Reduce the heat so that the eggs are cooked just below boiling point:
  - ▶ Soft boiled eggs: 3 - 5 minutes
  - ▶ Hard boiled eggs: ± 7 - 10 minutes

#### Poached eggs

- ▶ Eggs are cracked open and cooked in hot milk or water.

#### Fried eggs

- ▶ Eggs are fried in shallow fat.
- ▶ Break the eggs one by one into a saucer and slide them into the preheated pan with oil.
- ▶ Fry until the white has set and a membrane has formed over the yolk.