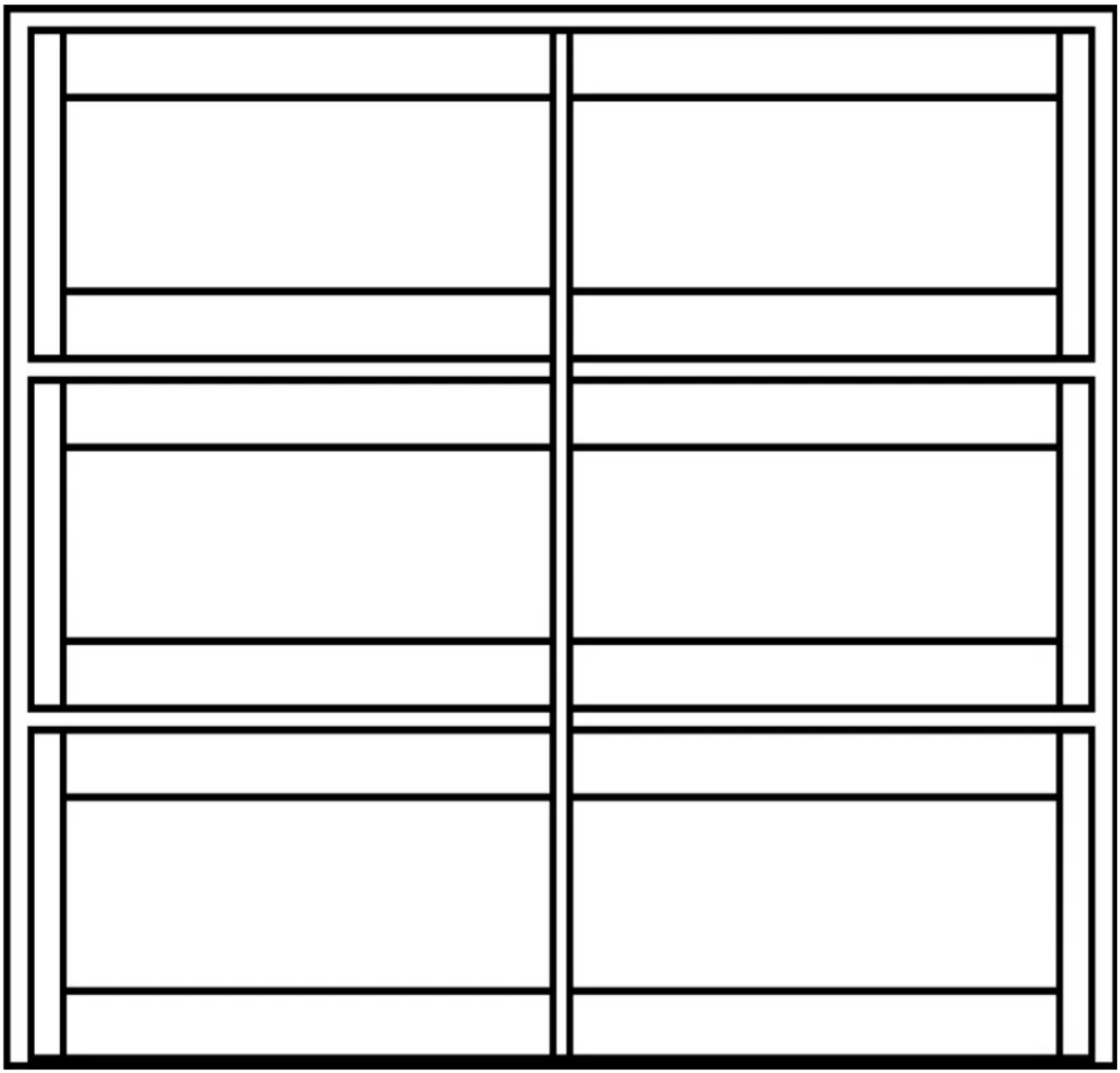In de supermarkt