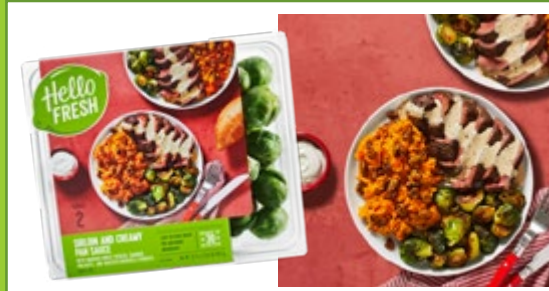


HELLO, FRESH MEAL KITS

Fall Recipes



SIRLOIN & CREAMY PAN SAUCE
 ITEM #22211
 UPC: 8 54765 00766 4
 CASE COST: \$30.50
 KIT COST: \$15.25
 SRP: \$19.99



SWEET POTATO FAJITAS
 ITEM #21965
 UPC: 8 54765 00743 5
 CASE COST: \$23.40
 KIT COST: \$11.70
 SRP: \$17.99



MUSTARD PEPPERCORN STEAK
 ITEM #22213
 UPC: 8 54765 00768 8
 CASE COST: \$30.50
 KIT COST: \$15.25
 SRP: \$19.99



CHERRY ANCHO CHICKEN
 ITEM #21975
 UPC: 8 54765 00749 7
 CASE COST: \$27.98
 KIT COST: \$13.99
 SRP: \$18.99



BEEF BULGOGI TACOS
 ITEM #22212
 UPC: 8 54765 00767 1
 CASE COST: \$27.98
 KIT COST: \$13.99
 SRP: \$18.99



SOUTHWEST BEEF & PEPPER JACK TACOS
 ITEM #21972
 UPC: 8 54765 00745 9
 CASE COST: \$27.98
 KIT COST: \$13.99
 SRP: \$18.99



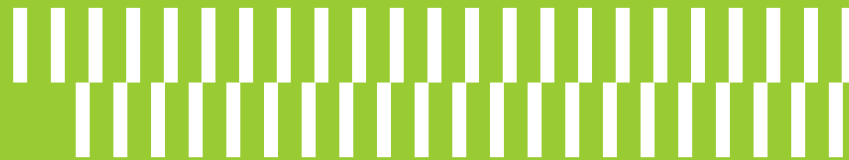
ITALIAN STUFFED POBLANOS
 ITEM #22214
 UPC: 8 54765 00769 5
 CASE COST: \$27.98
 KIT COST: \$13.99
 SRP: \$18.99

* = new item

All Flavor, no fuss.



NOW AVAILABLE AT INDY FRUIT



**HelloFresh delivers
all *Flavor*, no fuss.**

Meal kits are little effort with *Big Rewards*.

- Time-pressed consumers are looking for high-flavor, high-quality, pre-packed grab-and-go options.
- One in four Americans has purchased a meal kit in the last year.
- 50% of American shoppers want to purchase a meal kit at the retail level.

- **6 *Unique* and fresh recipes**
- **2 meals in *every* kit**
- ***Innovative* spice blends and fresh ingredients**
- ***Quick and Easy* recipes ready in 30 minutes**
- ***Guaranteed* 12 day shelf life**
- **Ships 2 *Kits* per case**
- **Kits must be ordered *14 Days* in advance of ship date**
- **Order kits by Tuesday - Kits are *Shipped* Tuesday and Wednesday nights.**

*data courtesy of PackagedFacts.com

MERCHANDISING

- Promote fresh meal kits in the grab and go section. Use shelf tags or other POS to make kits stand alone.
- Place on front endcaps to increase exposure at a glance.
- Set up meals kits in meat and deli cases. Make sure the focus is on *Fresh*.
- Create a meal kit destination center with other like products.
- Promote availability on social media and in print ads.
- Offer in-store cooking demos and sampling to attract new customers and build shoppers' confidence in the brand.



800-377-2425 | INDYFRUIT.COM

