

HelloFRESH MEAL KITS

DELICIOUS DINNERS FOR TWO READY IN *under* 30 MINUTES



CREAMY CHICKEN SAUSAGE GNOCCHI BAKE

ITEM #23176
 UPC: 8 50013 07836 3
 CASE COST: \$27.98
 KIT COST: \$13.99
 SRP: \$18.99

SOUTHWEST BEEF TACOS

ITEM #21972
 UPC: 8 54765 00745 9
 CASE COST: \$27.98
 KIT COST: \$13.99
 SRP: \$18.99

VIETNAMESE CHICKEN BOWL

ITEM #23177
 UPC: 8 50013 07843 1
 CASE COST: \$23.50
 KIT COST: \$11.75
 SRP: \$15.99

PARMESAN CRUSTED CHICKEN

ITEM #22457
 UPC: 8 54765 00790 9
 CASE COST: \$27.98
 KIT COST: \$13.99
 SRP: \$18.99

SIRLOIN & SHERRY SHALLOT SAUCE

ITEM #22458
 UPC: 8 54765 00791 6
 CASE COST: \$30.50
 KIT COST: \$15.25
 SRP: \$19.99



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.

*data courtesy of PackagedFacts.com

HelloFresh delivers all *Flavor, no fuss.*

- 5 *Unique* and fresh recipes
- Ships 2 *Kits* per case
- Each kit *serves 2*
- *Innovative* spice blends and fresh ingredients
- *Quick and Easy* recipes ready in 30 minutes
- *Guaranteed* 12 day shelf life
- Order Online *14 Days* in advance of ship date

MERCHANDISING

- Promote fresh meal kits in the grab and go section. Use shelf tags or other POS to make kits stand out.
- 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.