

HelloFRESH MEAL KITS

DELICIOUS DINNERS FOR TWO READY IN *under* 30 MINUTES



CREAMIEST MUSHROOM RAVOLI

ITEM #22455
UPC: 8 54765 00783 1
CASE COST: \$23.40
KIT COST: \$11.70
SRP: \$17.99



CRISPY HOT HONEY CHICKEN

ITEM #22468
UPC: 8 54765 00784 8
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



PARMESAN CRUSTED CHICKEN

ITEM #22457
UPC: 8 54765 00790 9
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



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
- 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
- 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.