

# HELLO, FRESH DELICIOUS MEAL KITS.



## ASIAN STYLE MEATBALLS

ITEM #21314  
UPC: 8 54765 00708 4  
CASE COST: \$41.97  
KIT COST: \$13.99  
SRP: \$19.99



## BALSAMIC FIG CHICKEN

ITEM #21316  
UPC: 8 54765 00710 7  
CASE COST: \$41.97  
KIT COST: \$13.99  
SRP: \$19.99



## PESTO CAVATAPPI PASTA

ITEM #21315  
UPC: 8 54765 00709 1  
CASE COST: \$35.10  
KIT COST: \$11.70  
SRP: \$18.99



## TERIYAKI BEEF TACOS

ITEM #21599  
UPC: 8 54765 00721 3  
CASE COST: \$41.97  
KIT COST: \$13.99  
SRP: \$19.99



## HONEY SRIRACHA CHICKEN

ITEM #21598  
UPC: 8 54765 00719 0  
CASE COST: \$41.97  
KIT COST: \$13.99  
SRP: \$19.99



## TRUFFLE STEAK

ITEM #21600  
UPC: 8 8 54765 00720 6  
CASE COST: \$45.75  
KIT COST: \$15.25  
SRP: \$20.99





# NOW AVAILABLE AT INDY FRUIT

**Meal kits are little effort with *Big Rewards*.**

Time-pressed consumers are looking for high-flavor, high-quality, pre-packaged 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.

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

**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 3 *Kits* per case**

**Kits must be ordered 14 *Days* in advance of ship date**

**Kits are *Shipped* Tuesday and Wednesday nights for Wednesday and Thursday delivery**

## 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.

\*data courtesy of PackagedFacts.com