

HELLO, FRESH MEAL KITS!

WARM, DELICIOUS FOOD READY IN *under 30* MINUTES

Winter Recipes



MEATLOAF BALSAMICO
 ITEM #22454
 UPC: 8 54765 00782 4
 CASE COST: \$27.98
 KIT COST: \$13.99
 SRP: \$18.99



CRISPY HOT HONEY CHICKEN
 ITEM #22468
 UPC: 8 54765 00784 8
 CASE COST: \$27.98
 KIT COST: \$13.99
 SRP: \$18.99



CREAMIEST MUSHROOM RAVIOLI
 ITEM #22455
 UPC: 8 54765 00783 1
 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



SIRLOIN & SHERRY SHALLOT SAUCE
 ITEM #22458
 UPC: 8 54765 00791 6
 CASE COST: \$30.50
 KIT COST: \$15.25
 SRP: \$19.99



POS KIT
 ITEM #22439
 KIT CONTENTS:
 Cooler divider, Bunker
 Topper, Standee,
 Shelf Blade and
 Dangler, Floor Decal

** = new item*

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
- Kits must be ordered *14 Days* in advance of ship date
- Order kits by Tuesday - Kits are *Shipped* Tuesday and Wednesday nights.

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.

