

*magic*



meeZ*meals*



## DIY Meal Kit Delivery Industry Deep Dive

CAND on April 19, 2017

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- ➊ Current food industry trends
- ➋ A look at the meal delivery space
- ➌ The DIY meal kit players
- ➍ More information on Meez Meals

# Key food related trends

- Time compression
- Personalization/customization
- Localization
- Transparency
- Food passion



# Millennials & Gen Zs have a strong affinity for cooking

**92%** of Millennials consider cooking an art

**64%**

say cooking is a **stress reliever**

**56%**

consider it a **chore**

**57%**

have tried a recipe they saw posted on social media



- 76% of Millennials say they like to cook (doing it on average 4.9 times per week)
- 44% of Millennials say they are cooking more than last year and 89% want to get better at it
- 70% of all consumers say it is important, “to feel good about food I put into my body”
- Over the next 10 years, Millennials will increase their average annual household spending by nearly 50%



**THEY WOULD RATHER:**

cook a meal at home

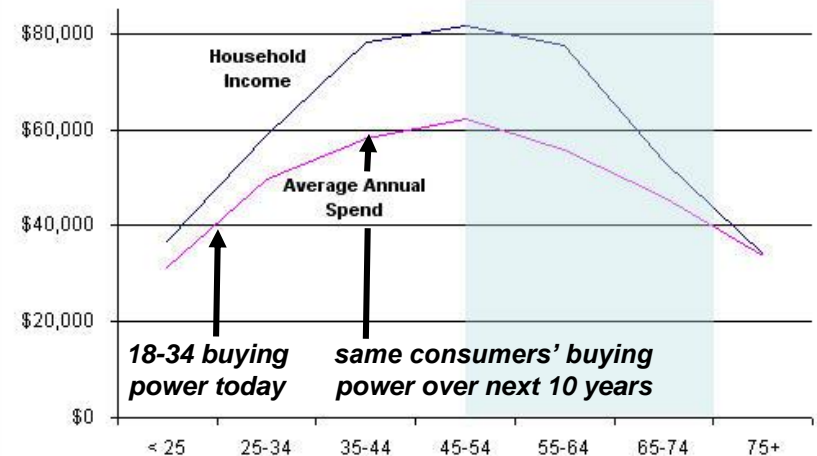
go out to eat / order takeout

**54%**

**46%**

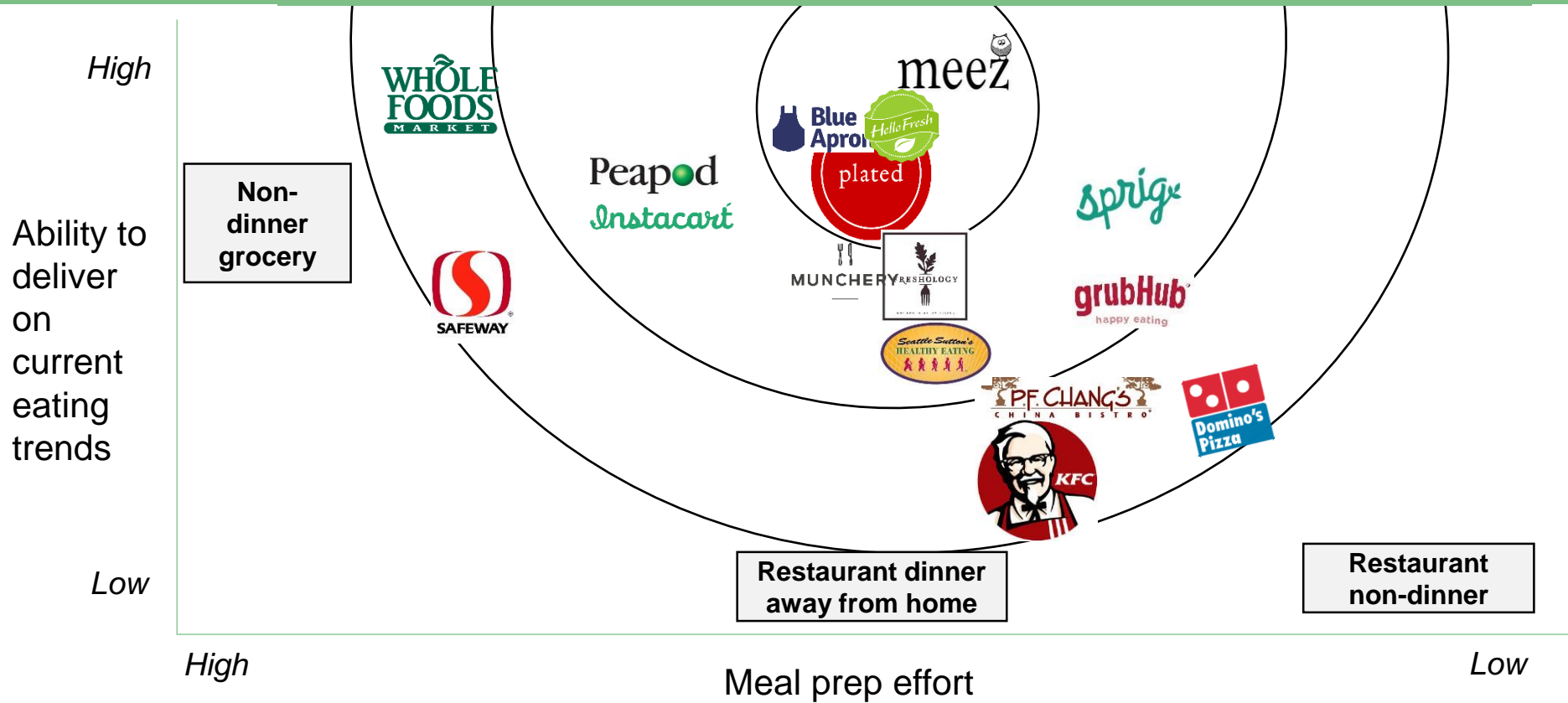


Household Income and Average Annual Spending by Age



Source: CRMTrends.com, US Bureau of Labor Statistics, 2012

# Many players serve the dinner market



- By plotting the dinner-at-home competitors on the dimensions of fulfilment of eating trends and level of effort in meal prep, it is possible to get a clear picture of the key market segments
- Dinner-away-from-home and non-dinner occasions are defined as outside our competitive set
- With the exception of weight-loss programs (less than 2% of consumers strictly follow some kind of diet<sup>1</sup>), historically, no dinner-at-home occasions were served via a subscription/commitment model

# Substantial consumer pain exists within the huge \$210 billion dinner-at-home occasion

*The household dinner planner struggles with a difficult choice virtually every night.*



Serve my family delivery/take-out or a frozen dinner, which I don't see as healthy or good-for-us, purely for the time savings.

OR



Compromise my other activities by cooking from scratch and having to come up with recipes, shop, chop, prep, clean-up, etc. (and try and be good at it too).



Currently, a crowded field is vying for a piece of the largest eating occasion

DELIVERY APPS MUST SOLVE THE PROBLEM!



POSTMATES

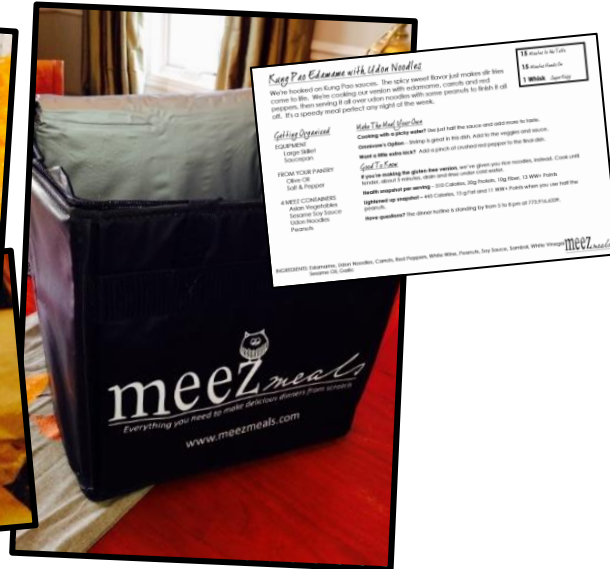
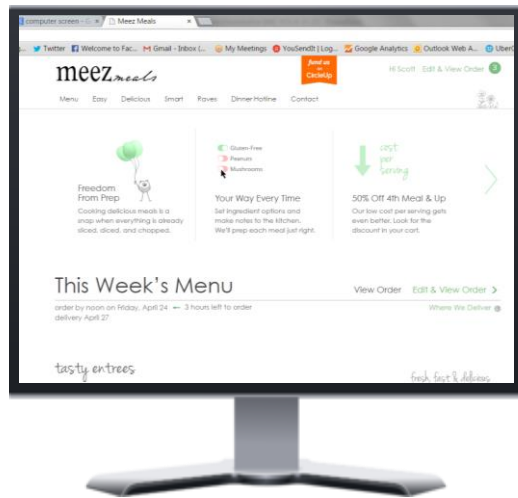
Peapod

Instacart

WHAT ABOUT THE MEAL-KIT PLAYERS THEN?



# Meez's offering designed around eliminating pain at dinnertime



Rotating menu  
of 10+ items  
each week  
from 300+  
consumer  
validated  
recipes

Website with  
ability to  
customize for  
allergen or  
taste  
preferences

We chop, prep,  
and measure  
all ingredients  
and make all  
the sauces

All consumer  
has to do is  
follow simple  
recipe card to  
assemble  
and/or heat



20-40 minutes for great tasting, creative meals from scratch



# With Meez you can personalize your master profile or individual recipe

Tell us how to make your meals just right for you

Set Ingredient Preferences

Love All Ingredients

why set ingredient options?



## Ingredient Options

Set Once, Each Meal Perfect

Set ingredient options once, then we show each meal your way automatically.

- ☒ Gluten-Free
- ☐ Peanuts
- ☐ Mushrooms

just flip a switch to change an option

Keep The Magic, Avoid Mistakes

If your options affect a required ingredient we alert you.

Please confirm these options are ok.

Ok, Add Item

never a bla meal, never an ingredient you don't want

## Set Your Ingredient Options

- |                                   |                                       |                                      |  |
|-----------------------------------|---------------------------------------|--------------------------------------|--|
| <input type="checkbox"/> No Eggs  | <input type="checkbox"/> No Peanuts   | <input type="checkbox"/> No Garlic   | <input type="checkbox"/> No Hot Spices |
| <input type="checkbox"/> No Dairy | <input type="checkbox"/> No Mushrooms | <input type="checkbox"/> No Onions   | <input type="checkbox"/> No Gorgonzola |
| <input type="checkbox"/> No Honey | <input type="checkbox"/> No Olives    | <input type="checkbox"/> No Cilantro | <input type="checkbox"/> No Chèvre     |
|                                   |                                       |                                      | <input type="checkbox"/> No Feta       |

Kitchen Notes:

Anything else we should know?.

BACK

## Set Your Ingredient Options

We'll make every meal just right for you

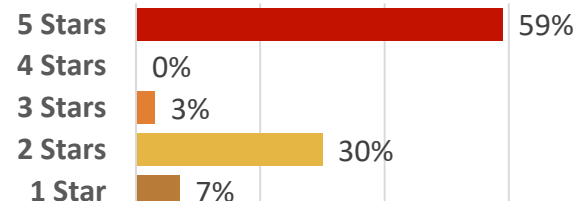
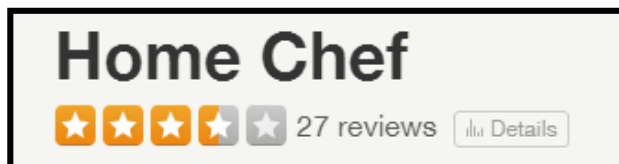
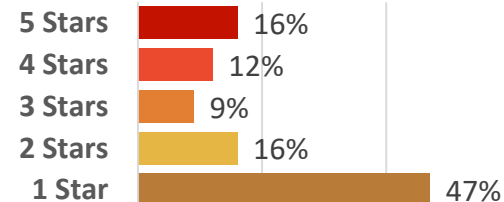
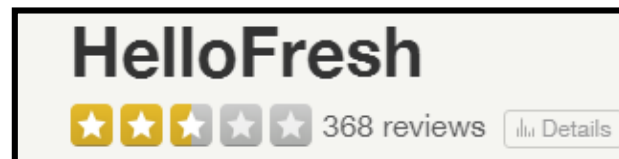
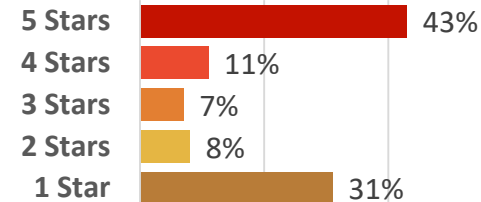
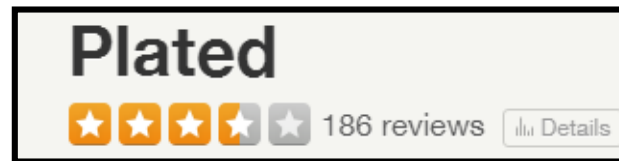
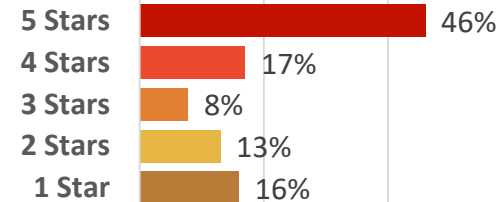
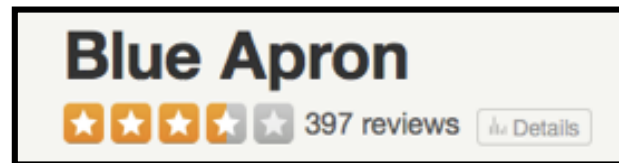
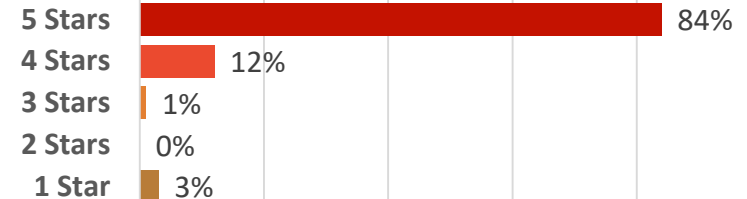
- |   |   |   |
|---|---|---|
| <input checked="" type="radio"/> Tree Nuts Are Great  | <input type="radio"/> Some Tree Nuts Are Fine<br>choose which on the next page  | <input type="radio"/> No Tree Nuts At All<br>you can select no peanuts on the next page |
| <input checked="" type="radio"/> Dairy & Eggs Are Great<br>choose no dairy or no eggs individually on the next page | <input type="radio"/> Some of Us are Vegan<br>we'll send dairy and eggs if they can be added individually, otherwise we'll leave them out | <input type="radio"/> Only Vegan<br>we'll leave dairy, eggs and honey out of your meals |
| <input checked="" type="radio"/> Gluten Is Great  | <input type="radio"/> Prefer Gluten-Free<br>ingredients with gluten are OK if a gluten-free version isn't possible                        | <input type="radio"/> Only Gluten-Free<br>we'll send gluten-free substitutions          |

NEXT

Meez utilizes local kitchens and leverages local farms, suppliers, and partners



# Meez's consumer friendly offering is recognized by customers



# Food Tasting & Q&A