



QUICKLY BUILDING A MEAL KIT PROGRAM



ACCORDING TO NEW COVID-19 RESEARCH BY DATASSENTIAL:
MEAL KITS ARE GENERALLY THOUGHT TO BE THE SAFEST MANNER OF ACQUIRING FOOD* THAT'S BIG!

TIPS FOR BUILDING MEAL KITS:

- FOCUS ON GUEST FAVORITES & INCLUDE THE SIGNATURE DISHES THAT YOU ARE KNOWN FOR
- USE VERSATILE, HIGH-QUALITY INGREDIENTS & BASES THAT WORK ACROSS MULTIPLE KITS/RECIPES
- CONSIDER PACKAGING CAREFULLY – HEAT SEALING & USING PRE-PACKAGED INGREDIENTS WHERE POSSIBLE
- TREAT YOUR KIT LIKE A “COOK BY NUMBERS” – LABELLING THE RECIPE DIRECTIONS AND EACH INGREDIENT ACCORDINGLY
- RE-TEST THE RECIPE IN YOUR HOME KITCHEN TO MIMIC THE GUEST EXPERIENCE
- ADVERTISE HEAVILY ON WEB & SOCIAL MEDIA

STONEFIRE® IS HERE TO HELP:

- ✓ FULLY BAKED NAAN, FLATBREADS & CRUSTS CAN BE EASILY TOPPED AND BAKED AT HOME IN MINUTES
- ✓ PROVIDES A CONSISTENT EXPERIENCE EACH & EVERY TIME
- ✓ VERSATILE BASE FOR MULTIPLE MENU ITEMS
- ✓ EASILY PACKAGED & HOLDS WELL THROUGH DELIVERY
- ✓ MADE WITH PREMIUM INGREDIENTS & BAKED DIRECTLY ON STONE FOR A TRUE RESTAURANT QUALITY EXPERIENCE
- ✓ STRICT FOOD SAFETY STANDARDS; SHIPS FROZEN IN SEALED PACKAGING; 5-7 DAY AMBIENT SHELF LIFE

*Source: Datassential March 2020. 38% of consumers said meal kits are not risky at all

For more inspiration, visit stonefire.com/foodservice