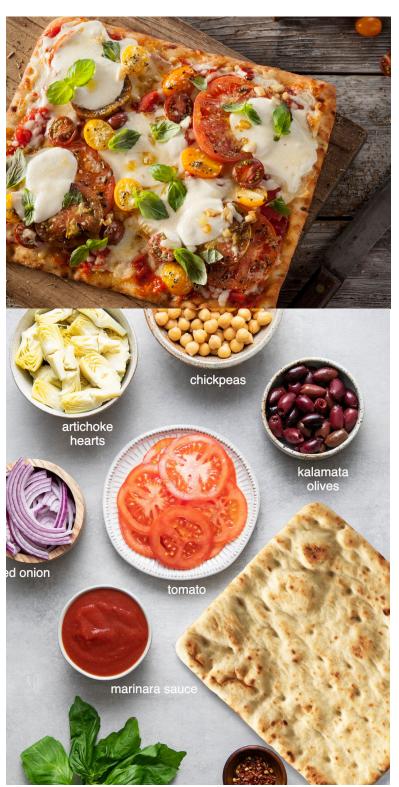


## QUICKLY BUILDING A MEAL KIT PROGRAM



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

## ACCORDING TO NEW COVID-19 RESEARCH BY DATASSENTIAL: **MEAL KITS ARE GENERALLY THOUGHT TO BE THE <u>SAFEST MANNER OF</u> <u>ACQUIRING FOOD</u><sup>\*</sup> 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 ingredredients & 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

For more inspiration, visit stonefire.com/foodservice