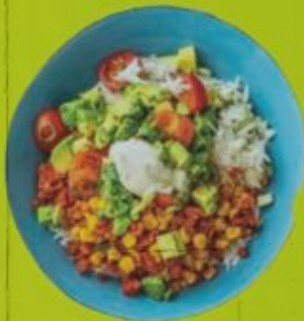


**STOP EATING LIKE  
IT'S THE APOCALYPSE.**



**HELLO  
FRESH**

MAIL IT IN FOR DINNER.



**HELLO  
FRESH**

1. That beef and rice is getting boring.
1. Prep the right way.
2. Leave the grocery shopping to us.
3. Making groceries that much easier to find.
4. Make a proper meal.
5. Cooking with training wheels.
6. It's an adult Easy-Bake.
7. Making cooking a fair game.
8. We got all the recipes.
9. We'll do the shopping, you do the cleaning.
10. We do all the cooking, you do all the cleaning.
11. Making the groceries the right way.
12. Picked off the shelf and brought right to your door.
13. Bringing from fresh to door.
14. Brought to your door ever so freshly.
15. Freshly delivered.
16. Making it easy to bring you fresh.
17. Coming in fresh.
18. Your food tastes like shit anyways.
19. Ain't no damn way I'm eating that.
20. No more taste tests.
21. Trust us, it'll taste great.
22. Make it taste great.
23. Add some flavor to your life.
24. No more aisles to look through.
25. We'll push the cart.
26. Use more than two ingredients for dinner.
27. We're gonna push the cart.
28. No more self-checkout.
29. Self-checkout a different way.
30. Bringing it fresh to your door.
31. No more browsing shelves.
32. We have the secret recipe.
33. We've got the secret recipe.
34. Bringing all the recipes.
35. No such thing as a bad dinner anymore.
36. Bringing all the best to the table.
37. No more shitty dinner.
38. Are you really gonna eat that?
39. Dinner you'd show pictures to your friends.

40. Don't worry, you can keep us a secret.
41. Keep us a secret.
42. Take all the credit.
43. The best secret around.
44. Act like you did all the prep.
45. No more prepping for it.
46. No more doomsday dinners.
47. Stop eating like it's the apocalypse.
48. Don't prep for it.
49. No more prep.
50. Eat more than two ingredients for dinner.
51. No need for any prep.
52. There's no such thing as prep.
53. All you gotta do is not mess it up.
54. Just don't mess it up.
55. Why is everyone eating like it's the apocalypse?
56. Don't mess up, so don't mess up.
57. We've set you up for success.
58. We brought you to the one-yard line.
59. Bringing you to the one-yard line.
60. On the one-yard line.
61. Just punch it in.
62. All you gotta do is punch it in.
63. Don't f-k it up.
64. Don't mess it up.
65. We're doing 50% of the work.
66. We're doing half the work.
67. Getting half of the work done.
68. Making half of the work.
69. Putting something on your plate.
70. It's not a TV dinner.
71. No more TV dinners.
72. We're down with TV dinners.
73. It's not a poke-holes-in-plastic film kind of dinner.
74. Not poking holes in plastic film.
75. It's not that hard.
76. It is considered real cooking.
77. As easy as making beef and rice.
78. Easier than ground beef and rice.
79. Not harder than ground beef and rice.

80. It's all about the prep.
81. Half of cooking is the prep.
82. Believe in the process.
83. Just turn the oven on.
84. Cooking with training wheels.
85. We're pushing you to the finish line.
86. Carried to the finish line.
87. Bringing you to the finish.
88. Tastes pretty good.
89. We're not in the bad food business.
90. Saving you time and taste buds.
91. Doing you and your taste buds a favor.
92. Making it that simple to taste better food.
93. The most convenient dinner you'll have.
94. It's like stealing the restaurant's stuff.
95. It's like going in the back yourself.
96. Restaurant quality at a fair price.
97. Restaurant quality at a steal.
98. Market fresh at non-market price.
99. You wouldn't believe what's in the box.
100. It's not a mystery box.
101. Not a mystery box.
102. It's not a mystery.
103. Just take a look inside.
104. Look at what we got.
105. It's the best we've got.
106. Never eat boring again.
107. No more boring dinners.
108. Bringing the level up a notch.
109. Don't mail it in every night.
110. Mailing it in.
111. The best mailing it in has tasted.
112. The best mail has ever tasted.
113. Mail it in for dinner.
114. Never have a bad taste in your mouth.
115. Never a bad taste.
116. Tastes fresh as hell.
117. Making it fresher.
118. Dinners you look forward to eating.
119. Look forward to dinner.