Retail Innovation Shout Out: Bay Area Munchery Combines Flavor with Nutritious Convenience

by Traci Stapleton

The simple task of ordering food for delivery has become more and more complicated. Today’s busy lifestyles demand convenience. Consumers increasingly seek healthier meal options and have a growing concern for their global impact. While these cultural factors have evolved, people still want to eat something tasty.

In the San Francisco Bay area, Munchery customers can confidently order hand prepared meals for delivery. The abbreviated delivery window of only one hour fulfills consumers’ need for convenience while catering to busy lifestyles. Via the company website, Munchery customers have the ability to view ingredient lists and filter meal items for dietary restrictions. Any food that was prepared then not needed due to last minute order changes is donated to local non-governmental organizations - just one way Munchery demonstrates social responsibility. The food delivery service also plants trees, donates a portion of earnings to local food banks, and packages meals in sustainable packaging.

Yeah, but does it taste good? The chefs come from distinguished restaurants in the San Francisco Bay area. The meals are custom prepared and delivered fresh for customers to finish baking in their own microwave or oven. Lastly, the meals are affordable at an average of $9 to $13 per meal.

It’s no wonder Munchery is selling at a rate of more than one dish per minute every Monday through Thursday… I’m ready to place my order for tonight!

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Originally published on February 3rd, 2014

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