Saluting Innovation @ DemandFood

by Will Pike

Modern urban dwellers work long hours, so they often find it hard to make it to the grocery store and cook an entire healthy meal. That’s why I’m saluting innovation at DemandFood. DemandFood combines simple dinner options, near instant delivery, and a seamless price point for its customers. These three critical features have made the company a rising star in Austin, Texas’ innovative food scene.

Simple Options – DemandFood offers only two options, one for carnivores and one for veggie fans. By offering these two simple options and keeping them both healthy, they appeal to their main target market, urban dwellers, without overcomplicating the food creation process. Usually, two chefs each focus on one of the day’s meals, using the freshest ingredients of the season, and peppering in variety throughout the week, allowing the customer to pick and choose what they would like to eat.

Instant Delivery – The sheer quickness of the delivery is amazing, within minutes of an order a microwavable meal is at your door. Tracking technology, similar to that used by Uber and Lyft, allows the customer to estimate the arrival of their meal to their doorstep and meet them on the street for an even quicker handoff.

Seamless Price Point – The only price that you need to know about is $9.99, but while that price is higher than most meals from a Whole Foods prepared food section, it is well within reason considering that it includes both delivery fee and tip. Keeping the price simple lessens confusion for the customer about the appropriate tip amount and paying up front allows the deliverer to make more trips per hour.

DemandFood is a startup to watch as they attempt to disrupt the prepared food and delivery markets. Prepared meals are only growing in popularity during the week, and the DemandFood Monday-Thursday dinner model allows them to focus on their urban dwellers. We salute DemandFood for their innovative menu and quick delivery model that supplies local food, chefs, and a variety of cuisines directly to people’s homes.

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