

Marketing Language for 9Organics
September 7, 2017

TAGLINE

9Organics. Elevate the Everyday Meal

ABOUT US STATEMENT

9Organics is a meal experience company crafting delicious, high-quality, pre-prepped dinner kits in the San Francisco Bay Area to help busy people get a healthy, satisfying, and fool-proof meal on the table in 35 minutes.

We create ready-to-cook kits that home cooks can be proud to cook and serve: real, local, organic food, innovative global flavors and familiar favorites, easy-to-follow instructions, and 100% compostable packaging made from sugarcane, corn, and potato. Ingredients - fresh vegetables, in-house stocks and sauces, handmade spice blends, meat, and fish - are selected for quality and sustainability, then prepared, chopped, and measured for maximum home cooking convenience and zero food waste.

A 9Organics meal means local, artisan brands you already love, like Marin Sun Farms, Earl's Organic Produce, Clover Dairy, Lundberg Family Farms rice, and Bob's Red Mill grains. 9Organics is easy to try: our kits are available at grocery stores and via online ordering; kits combine to feed however many sit at your table, and there's never a minimum order.

We're completely dedicated to coming up with new dinner ideas, pre-testing the recipes, and teaching you some new cooking techniques along the way. We love sharing our passion for great home cooking with time-crunched people who like to quickly create healthy, high-quality meals that take the chore out of cooking.

Short version:

9Organics crafts delicious, high-quality dinner kits in the San Francisco Bay Area to help busy people enjoy a healthy, satisfying, and fool-proof meal within 35 minutes. We create pre-prepped kits that home cooks can be proud of: real, local, organic food, innovative global flavors and familiar favorites, easy-to-follow instructions. All kits are delivered in 100% compostable packaging made from sugarcane, corn, and potato. Quality, sustainable ingredients are prepared, chopped, and measured for maximum home cooking convenience and zero food waste. 9Organics is easy to try: our kits are available at grocery stores and online at 9Organics.com.

BENEFIT STATEMENTS

We don't compromise quality - ever

The freshness of our locally-sourced, organic, hand-ground spices, freshly-chopped mushrooms, and delicately-handled herbs are a great start to your midweek meal. But for a dinner kit to serve you a soul-satisfying dinner experience, we've mastered rigorous planning, testing, packing, and preparation. We're obsessed with bringing the finest, most delicate, perishable food to your kitchen at its peak of freshness. Our thoroughly-tested packing, shipping, and lightning-speed shipping systems ensure that our kits are at their peak when you're ready to cook them. We're not satisfied until we bring you the most delicious ready-to-cook dinner ideas possible.

Total freedom and flexibility

Planned or last-minute, buy only the kits you want with no minimum or maximum order. The SF Bay Area's best independent grocery stores stock four delicious dinner kits in two sizes every week to satisfy almost any diet. Or, order online for delivery to your home or office via 9Organics or Instacart.

Weekend meals at weeknight speed

Take the pressure off of cooking and have dinner on the table in about a half-hour. Pre-prepped dinner kits offers time-saving simple recipes with complex flavor. Try a new, fast, fun way to cook flawless dishes that work every time.

Sustainability is the only choice

Healthy cooking starts with locally-sourced organic meat, fish, vegetables, and grains. But we're also committed to using 100% recyclable and compostable packaging made from sugarcane, corn, and potato.

A healthier dinner idea

Of all of the options that put dinner on the table quickly for busy households, home cooking is satisfying and delicious. Home cooking is also better for you, putting you in control of ingredients and preparation.

Dinner inspiration and education

Every meal kit packs in fun, vibrant flavors to bust you out of your weekday dinner rut. Our easy-to-follow instructions give you the tools to explore global ingredients and classic cooking techniques that build your kitchen confidence every day.