

## Munchery Shipping Emails



***Day 0 (so right after creating an account; goes to all): Welcome email (all, may or may not be set to receive an order, so "welcome to Munchery")***

**[subject line]** Welcome to Munchery!

**[header]** DINNER IN 15 MINUTES

**[subhed]** All you need is a kitchen and about 15 minutes to cook an amazing dinner for two

**[cta button]** See the Menu

**[text]** Reclaim control of your kitchen. Order the dinners you want, skip deliveries when you need to, and cancel at any time. It's a whole new way to think about fast food. Everything should be this easy.

- You order a weekly shipment of our delicious dinner kits online or with the app.
- We'll deliver quality, prepared ingredients and complete instructions to your door.
- You'll have everything you need to cook dinner for two in about 15 minutes.

***Day 1 (all): How It Works***

**[subject line]** Munchery Dinner Kit Delivery

**[header]** We've Cracked the Code!

**[subhead]** Dinner in about 15 Minutes

**[cta button]** See the Menu

**[text]** How is dinner in 15 minutes possible?

- We plan, shop, and prep so you don't have to.
- Our signature dinner kits with fresh, quality ingredients and flawless instructions are delivered to your door.
- You cook dinner for two on your schedule, and have a meal on the table in about 15 minutes.

- No fuss, food waste, or long grocery check-out lines.

**Day 2 (0 orders): 10% off first box**

[subject line] 10% off Munchery!

[header] WHY WAIT? 10% OFF YOUR FIRST ORDER

[subhed] Try our signature dinner kits - shopped, prepped, and planned

[cta button] Taste Munchery Today!

[text] Let us give your busy day a hand. Take advantage of great savings on delicious dinners that are ready in about 15 minutes. Our weekly menu, created by our talented chefs and designed for your kitchen, is now even more affordable. Order now and get 10% off your first box.

**Day 5 (0 orders): Value Prop**

[subject line] Be Gone Junky Take-Out!

[header] Cook Dinner in 15 Minutes

[subhed] No shopping, no waste, just a delicious dinner

[cta button] Make a Dinner Plan

[text] Munchery delivers real ingredients - fresh meat, fish, tofu, vegetables, grains, and our favorites sauces - with easy-to-follow instructions that have you eating in about 15 minutes. Starting at around \$11 per serving, Munchery beats other quick dinner options for realness, feel-good flavor, and cost every time.

**Day 7 (0 orders): 50% off first box**

[subject line] 50% Off Munchery!

[header] HALF OFF THE COST OF DINNER

[subhed] (Don't worry, you still get to eat the whole thing...)

[cta button] What's for Dinner?

[text] For a limited time, your first delicious dinner kit from Munchery is 50% off. Now is the time to taste test some of our chef-made signature meals, such as **Truffled Steak with Garlic Potatoes, Spiced Chicken on Minted Couscous**, or **Seared Ahi Soba Noodle Salad**.

We do all the planning, shopping, and preparation. You get ready-to-cook ingredients with easy-to-follow instructions delivered to your door. You have dinner on the table in about 15 minutes.

***Day 14 (0 orders): 25% off first box***

[subject line] Give Munchery a Try with 25% Off!

[header] COMPLETE DINNER FOR TWO - 25% OFF

[subhed] Get dinner on the table in 15 minutes with our chef-designed cooking kits

[cta button] See the Menu

[text] Soul-stirring stews. Crisp salads. Yards and yards of pasta. We create amazing dinners that are ready in about 15 minutes. You order online or with the app, and we deliver your dinner planned, prepped, and ready to cook. Order now for 25% off your first box.

***Referral (all): Awaiting specific offer, but likely \$25 to a friend and get \$25 credit***

[subject line] Refer a Friend, Earn \$TK

[header] \$TK FOR YOU, \$TK FOR A FRIEND

[subhed] Refer a friend to Munchery and you'll both get \$TK credit

[cta button] Refer A Friend

[text] Love Munchery? Tell your friends! We'll give them \$TK in Munchery credit when they place their first order so they can love us, too. And to thank you, you'll sink your teeth into \$TK in credit to spend as you like - crisp salads, towering burgers, soul-stirring stews, and more.

You and a friend always get quality ingredients, easy instructions, and home or office delivery. We just love how good food brings people together!

***Gift Cards (all): Promote giving Munchery gift cards***

[subject line] Munchery Gift Cards? Yes, Please!

[header] GIVE THE GIFT OF MUNCHERY

[subhed] Send easy, ready-to-cook dinner kits

[cta button] Give a Gift Card

[text]

Feed the busy people you know with the gift that lets them cook dinner in about 15 minutes.

- Perfect for new parents, college students, aspiring cooks, picky eaters, or any busy person who likes to eat..
- Leave the shopping, planning, and prep work to us. They'll receive quality ingredients and easy-to-follow instructions.
- Let them select from a weekly menu of delicious dinner kits that put a homemade meal on the table - hot, fresh, and on their schedule - in about 15 minutes.