

9Organics Email Deliverables : March 15th, 2017



Announcement shutting down direct-to-customer for now

COPY

Subject: Your 9Organics Delivery and Pickup - Changes March 20, 2017

Dear 9Organics Customer:

Effective March 20, 2017, 9Organics will stop our home delivery service, and instead partner with [Instacart](#) and [DoorDash](#) to deliver our satisfying meal kits of fresh, local, organic ingredients in compostable containers in about one hour, any day of the week.

Or, pick up 9Organics anytime through South Bay independent grocery stores [Piazza's Fine Foods](#), Marinwood Market, or [Bianchini's Market](#) (plus more to come).

There have never been more ways to enjoy 9Organics! Sign up for [Instacart](#) or [DoorDash](#) for 9Organics to your door in about an hour, or find 9Organics when you shop.

Making meals simple and convenient; that's what we're all about. Thank you for letting 9Organics help you make dinner delicious.

- Bassel Abuzayyad, Co-Founder and CEO, 9Organics

GOALS

- Thank customers
- State new business direction and why
 - By working with the grocery stores, we are able to provide a better experience in the long run.
 - Pick up meals any day and virtually any time. In store or through delivery services like Instacart or pick up in person. No longer have to order weekly
 - We have access to the grocery store full product inventory for complementary products now. This will allow us to do broader pairings (wine, beer and deserts) and staple items for delivery.
 - We felt we could replicate the quality experience working with the grocers and on top, improve.
- Mention the kits will still use the same sustainable packaging and food quality
- Mention the online capability will be relaunching in a few weeks, but fulfillment will come delivery services like DoorDash, Instacart and a few others. We are making website changes now to integrate within those services.
- Starting 3/20 shut off starts.

Announcement of in-store demonstration template (Facebook, Instagram, Email)

COPY

For Facebook

[Include the image of the finished recipe] [Run this daily one week before the event] [You should also make each cooking demo an event invitation with all relevant info]

Come taste 9Organics delicious dinner kit for [RECIPE NAME] at [GROCERY STORE] this [DAY OF WEEK, DATE] at [TIME]!

A 9Organics chef will do a cooking demonstration of our delicious and savory [RECIPE NAME] meal kit. Come out for a taste of real, from-scratch cooking you'll make in your home kitchen - using our pre-cut, pre-measured, and pre-selected local and organic ingredients. Stop by and say hi (and bring a hungry friend).

For Instagram

[Include the image of the finished recipe at first, and then action shots of the chef doing the demo as it happens] [Post the day of the event]

9Organic's delicious and savory [RECIPE NAME] dinner kit. Taste it today at [GROCERY STORE] in [CITY NAME] at [TIME].
#dinner #dinnerkits #whatsfordinner #dinnerideas #cookingdemo #cooking

For Email

Subject: Come taste! 9Organics Cooking Demo This [DAY OF WEEK]

Dear 9Organics Customer:

You're invited! This [DAY OF WEEK] a 9Organics chef will be at your local [NAME OF STORE] in [NAME OF CITY] doing a tasting and cooking demonstration of our delicious and savory [RECIPE NAME]. Bring your appetite and bring a friend! We want to show you how easy it is to prepare a 9Organics dinner kit featuring pre-cut and pre-measured fresh, local, and organic ingredients.

- [DAY OF WEEK], [DATE]
- [NAME OF STORE]
- [ADDRESS OF STORE]
- [TIME]

See you there!

- Bassel Abuzayyad, Co-Founder and CEO, 9Organics

GOALS

- Mention day, time, location and recipes

Announcement of product placement in a grocery store template (Facebook, Instagram, Email)

COPY

For Facebook

[Include the image of the finished recipe] [All of the grocery stores and product partners should be "liked" by 9O, and all of them called out in this post]

9Organic's [RECIPE NAME] dinner kit is now available at your local [GROCERY STORE]!

Visit [GROCERY STORE] to pick up your dinner kit today, or have it delivered via [Instacart](#) or [DoorDash](#).

9Organics has a delicious fuss-free dinner ready to go! Find fresh, local, and organic ingredients from artisan brands like

Golden Gate Meat Company, Veritable Vegetable, Clover Dairy, Lundberg Family Farms rice, Bob's Red Mill grains, and more. Everything is pre-cut and pre-measured, and every kit comes with complete instructions to help you cook a fool-proof meal. All of our food is packed in compostable sugarcane, corn, or potato packaging to tread lightly on the planet, and packed ready-to-cook in a sustainably-sourced reusable wooden crate.

For Instagram

[Include the image of the finished recipe]

The [RECIPE NAME] dinner kit is available at your NorCal [GROCERY STORE] for dinner tonight #dinner #dinnerkits #whatsfordinner #dinnerideas #cooking #thisisdinner

For Email

Subject: 9Organics [RECIPE NAME] dinner kit from [GROCERY STORE] is ready for dinner

Dear 9Organics Customer:

9Organic's [RECIPE NAME] dinner kit is now available at your local [GROCERY STORE] in (CITY NAME)!

[GROCERY STORE]

[ADDRESS]

[HOURS]

9Organics has a delicious fuss-free dinner ready to go! Find fresh, local, and organic ingredients from artisan brands like Golden Gate Meat Company, Veritable Vegetable, Clover Dairy, Lundberg Family Farms rice, Bob's Red Mill grains, and more. Everything is pre-cut and pre-measured, and every kit comes with complete instructions to help you cook a fool-proof meal. All of our food is packed in compostable sugarcane, corn, or potato packaging to tread lightly on the planet, and packed ready-to-cook in a sustainably-sourced reusable wooden crate.

Visit [GROCERY STORE] to pick up your dinner kit today, or have it delivered via [Instacart](#) or [DoorDash](#).

Happy cooking!

- Bassel Abuzayyad, Co-Founder and CEO, 9Organics

GOALS

- Mention store location and recipes

Empty box pick up from customers with outstanding boxes

COPY

Subject: We want our box back!

Dear 9Organics Customer:

[Can we include a graphic of the wooden crate with a MISSING logo on top? like [this one](#)?]

We're missing something. Maybe it's become a coffee table. Maybe it's storing books in the garage. But our business relies on the sturdy pine wood of our sustainably-sourced **delivery boxes, and we need them all to come back.**

This Monday night, please put your 9Organics wooden box outside where we dropped it off. We will pick it up on

Tuesday morning. If your box has been lost or damaged, please let us know by contacting [EMAIL OR PHONE NUMBER FOR THEM TO LET YOU KNOW THE CRATE IS GONE].

Happy cooking!

- Bassel Abuzayyad, Co-Founder and CEO, 9Organics

GOALS

- We need to send a notice to get the boxes back from those who still have them. There are few and we need them back. This is not a too forceful email, but we do want the boxes back, as some have had them for weeks now. Put it out on Tuesday for the driver. first thing in the morning. even the night before. rain or shine
- if your customers have a box, and they do want to return it to you, what should they do? call you? schedule a pickup? what action should I ask them to take?

BA: The customer should set out the box on Tuesday. We will pick it up outside where we initially left it, rain or shine. We will time this email notice to line up with a Tuesday pick up day. What we can do is send out the initial email notice and then a reminder on Monday.

also, is there any penalty for NOT returning the box? like, will they be charged a fee to their account or something? and is there a deadline for the return before this action takes place?

BA: Ugg, we do technically have a \$35 fee charge in the user agreement, but not sure we want to go that route. I think the bad taste at this time would do more harm than good. I can always write off the lost box cost... I would say the email we are sending is one last ask.

and lastly - do you have a graphics person on hand who could craft something visual for this email? (or other emails, moving forward?)

BA: I do have someone who can create imagery. If there are container spaces you want to leave placeholders for and just write the content, I can get graphics/images to support.

Email template announcing 9Organics in grocery store (this is for the grocery store to send out to their customers)

COPY

Subject: Meet 9Organics Meal Kits - Now at [GROCERY STORE NAME]

Dear Food Lover:

[GROCERY STORE NAME] is pleased to announce that we will now stock 9Organics meal kits. Pick up packed and ready-to-cook dinner kits of fresh, local, organic ingredients to help you cook meat, vegan, vegetarian, and gluten-free dishes like [Paneer Tikka Masala, Lemony Lentils with Baby Kale and Herbed Barley, or the Paprika Spice Burger] - all in about 35 minutes, and priced from \$9.99-\$14.99 per serving.

More satisfying than take-out, 9Organics takes the work out of home cooking. Each delicious crate contains everything you need to make dinner happen: a fresh idea, quality ingredients from brands like Golden Gate Meat Company, Veritable Vegetable, Clover Dairy, and Bob's Red Mill grains, pre-cut vegetables and pre-measured sauces, and complete instructions to make dinner foolproof for any cook. [GROCERY STORE NAME] will stock eight different meal kit dinner ideas every month. Only buy the servings you need, and combine kits to serve however many sit at your table.

Who is 9Organics?

[9Organics](#) is a small, local dinner kit company here in the South Bay. Unsatisfied with the experience of other national meal kit services, its small founding team sought to create quality meal kits that home cooks could be proud of: real, local, organic food, innovative flavors, easy-to-follow instructions, and 100% compostable packaging made from sugarcane, corn, and potato. Ingredients are pre-selected for quality and sustainability, then prepped, cut, and measured for maximum home cooking convenience. A 9Organics meal is always simple and satisfying. We love what we

do, and we hope you will, too.

GOALS

- Cover about us - high end meal kit experience. genuine in how we do it. many people front that they work with farms and such. we don't cut corners. quality experience pride. we're not delivering food. we're delivering experience. everything has to come together - packaging, recipes, quality of ingredients, interesting foods. sustainability. little details - thoughtful cooktime how ergonomic our packaging is. thoughtful. hemp string that ties the kit together for easy grabbing. that feeling when you see it. qualitative things that go with it - we do a better job. 35 minutes cooktime. that's why we prep for you. balance between staple cuisines with a twist. stuff you won't make on your own. indian cuisine. many nationality and culture here. blending of experiences and trying other cuisines. eclectic cuisine mix. mix of traditional and international. paneer tikka masala. elevated experience. tour the world cuisines. sell the most of paneer tikka masala. paprika spice burger. chicken sandwich. lemony lentils. coming soon - filet mignon sliders. vision of experience. emotional attachment. solves a problem but you love it also. leftovers can go back into the container. microwave-safe containers. makes eating fun. distilled simple experience. a lot of thought went into it. small, locally owned and operated company. put the customer first. we love what we do.
- What recipes will be in store - blank template for now. we will need to rotate the recipes through. evolving menu. 8 new ones every month, 4 one week, then 4 new ones, then the same 4, then the second set of 4.
- Key features and benefits (I will provide) - will come in a separate email. product belly band.
- Pricing - \$9.99-\$14.99 per serving/kit. most kits serve just 1. packed tightly, but the food is there. easy to combine kits and cook them all together.
- What the kits are and how they are used
- Dietary coverage (vegan, steak, etc) - vegetarian, vegan, chicken, steak, pork. nutrition labeling attached. gluten-free labels. always one of each.