

Competition

research



blue apron

Blue Apron

“Our food system—the way in which food is grown and distributed—is complicated, and making good choices for your family can be difficult. We are changing that: By partnering with farmers to raise the highest-quality ingredients, by creating a distribution system that delivers ingredients at a better value and by investing in the things that matter most—our environment and our communities. This will be a decades-long effort, but with each Blue Apron home chef, together we can build a better food system.”

Weekly boxes contain ingredients and also include suggested recipes that must be cooked by hand by the customer using the pre-ordered ingredients.

Chef'd

“Famous recipes and premium ingredients. Delivered to your kitchen and home-cooked by you.”

Tailored meal plans (vegan, vegetarian, gluten-free, diabetic friendly, Paleo). Works with American Diabetes Association, Weight Watchers, and Atkin. Serves breakfast, lunch, dinner, and dessert.



chef'd



tovala

Tovala

“To make it easier to eat better.”

Tovala is a multi-function smart oven and food-delivery plan that work together so you can enjoy delicious, fresh home cooking quickly.



purple carrot

Purple Carrot

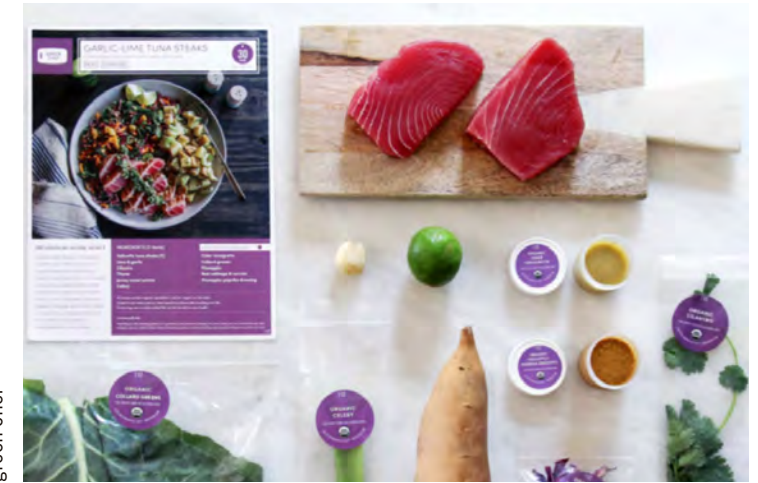
“We’re here to bring plant-based eating into the mainstream to improve health, our environment, and animal welfare.”

Purple Carrot runs on plant power. Every single dish from Purple Carrot is not only vegetarian, but vegan, too. This box features seasonal produce, herbs, and creative sauces that keep things interesting.

Green Chef

“We were the Peace Corps volunteers in Madagascar. We fell in love with the people and the country so wanted to do more. We started making chocolate in 2008 in collaboration with a local manufacturer. Even though 70% of the world’s cocoa comes from Africa, less than 1% of the world’s chocolate is actually made there. We exist to change this...”

Green Chef sells USDA-certified organic meal kits, aiming to make sure that at least 90 percent of the ingredients they send you are organic. The color-coded recipe cards make fancy meals easy and fast. All Green Chef meals are meant to be made in 30 minutes.



green chef

Martha & Marley Spoon

“Designed with easy weeknight cooking in mind, our vast selection of recipes reflect Martha’s love for seasonal ingredients and delicious flavors. Martha & Marley Spoon brings Martha’s celebrated recipes and smart cooking techniques to your kitchen.”

Martha & Marley Spoon meals cost between \$8.70 and \$12 a serving, depending on how many meals a customer opts for; they can choose from a two-person box or a family-size box with meals that feed two adults and two kids. Stewart says that’s a better deal than resorting to mediocre takeout, but her conviction for joining the food kit craze stems from a larger social issue: too much food gets thrown away in the U.S.



nature's way

Competition



freshly

Freshly

“Help the world eat healthy, feel better, and live more.”

A weekly subscription meal service that delivers fresh (never frozen) prepared meals, developed by our team of chefs and nutritionists. They're fully cooked so all you have to do is heat 'em up—each meal is ready to eat in only 3 minutes. No shopping, no chopping, no cleanup. But also no artificial ingredients, preservatives or added sugars.

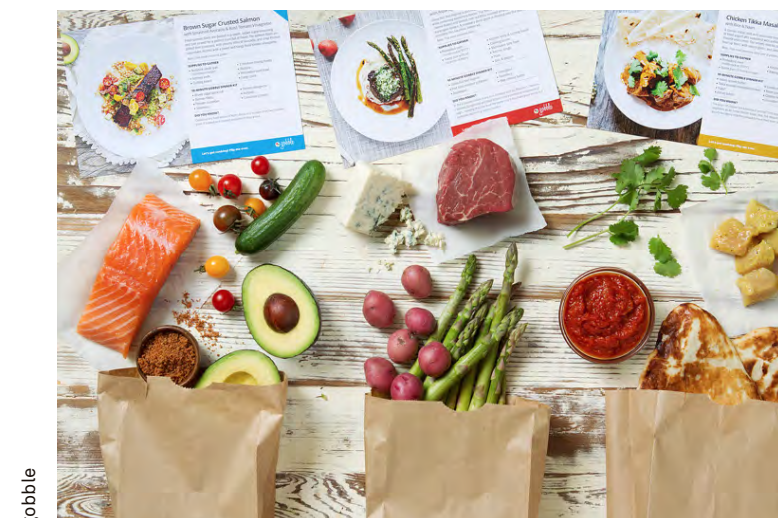
Terra's Kitchen

“Terra's Kitchen is your go-to source for quick and healthy prepared meals. Check out our delicious menu options & place your first order for delivery today!”

Meals from Terra's Kitchen are delivered to you in the Vessel, which is an insulated container that's kind of like a mini-fridge without the electricity. Simply pull everything out, slip it in your actual fridge, and send the Vessel back. Easy and space saving, with less waste. The menu includes breakfasts, lunches, dinners, snacks, sides, grab-and-go items, and even beverages and desserts.



terra's sketches



gobble

Gobble

“Gobble prepares farm fresh 15-minute gourmet dinner kits with 3-step instructions delivered to your door. Perfect for the kitchen averse couples and uber-busy professionals that want to eat healthy. It's fresh meals with minimal time and minimal cleanup!”

Gobble promises convenient, fast, and easy recipes with using farm-fresh food that is locally sourced, using fresh produce and hormone-free proteins. All of the recipes are created by celebrity chef Michael Mina's protégé, Thomas Ricci. Ready in 15 minutes, zero prepping.



green blender

Green Blender

“We believe that everyone deserves to feel their healthiest and happiest, which is why we made achieving those goals as simple as chop, blend, and drink! Whether you're a smoothie aficionado or someone who's never even considered blending fruits and vegetables before, we're ready to help you change your life for the better.”

GreenBlender is all about smoothies. GreenBlender doesn't market their smoothies as meal replacements. Specific nutritional information comes on each recipe card. Each shipment also includes information about the nutrients in each smoothie and why they're good for you.

Daily Harvest

“Daily Harvest delivers a variety of delicious, whole food, superfood eats that are ready in seconds.”

Healthy version of a Cup (O) Noodles Daily Harvest's smoothies, soups, oats, parfaits, and sundaes all come in cups you can eat right out of. The base comes frozen and all you have to do is add liquid, blend it in the blender, pour it back in the cup, and enjoy. Super easy, super fast—and only one thing to wash when you're done.



daily harvest

Trend

E-Commerce

Grocery, meal kit, and food delivery services have become more mainstream because of the convenience.



Reclaiming Hospitality

Food will be used to bring people together, in the purest sense.



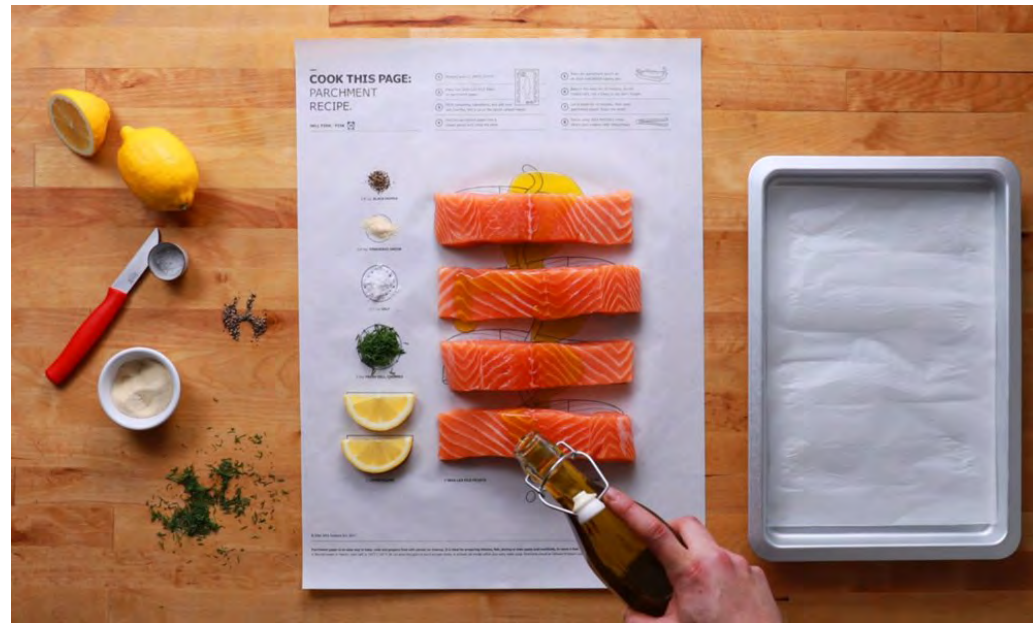
Event Dining

Theme restaurants and creative pop-ups will be a focus for food experiences. Pop culture tie-ins, such as Star Wars pop-up Darkside Bar and the Harry Potter-inspired Platform 1094, will create one-off experiences.

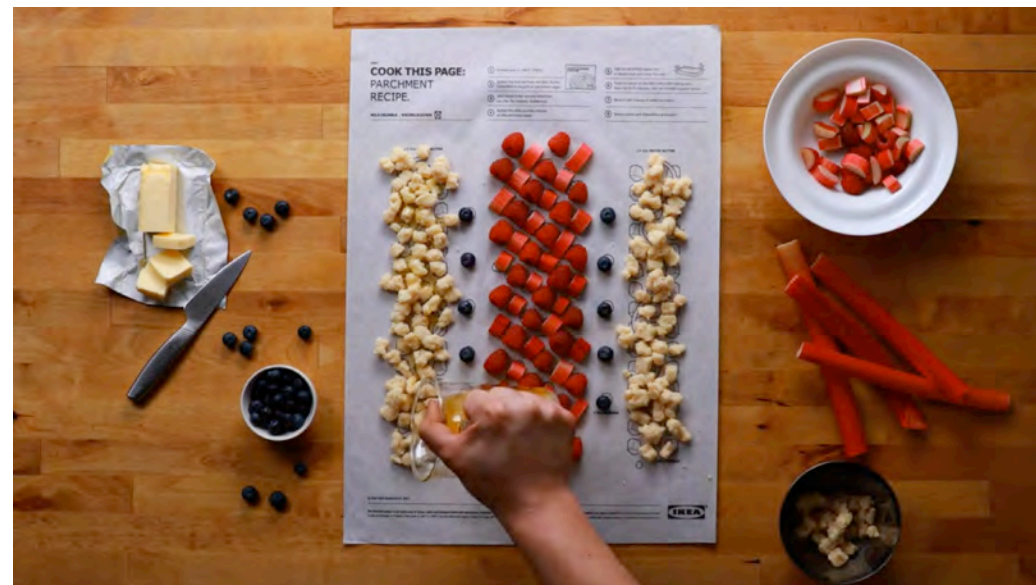
Trend Cont.

Simple & Engaging

Ikea's campaign explores and encourages people to experiment and be more adventurous with their home cooking.



ikea



ikea

Small Gatherings

Small gatherings combine the increase in at-home entertaining with the desire for intimacy and comfort. Casual potlucks and game nights with friends can easily gather around a small table for easy entertaining. Gatherings that promote positive habits.



small gathering



halo top

Intuitive Wellness

A looser, more relaxed approach to food will rise this year. Intuitive wellness mixes health, hedonism and realism – it's workouts followed by pizza or ice cream that happens to be healthy. Rather than a detox/retox cycle, intuitive wellness is about eating what feels good and listening to your body.

Trend Cont.

'Fun' Encouragement

Smith & Sinclair's launched an experiential, hyper-sensorial retail store that diffuses the scents of their unique Edible Cocktails alongside pastille buttons that release aromas when pushed, as well as having shoppers create their own Edible Cocktails, encouraging adults to 'play' again.



smith & sinclair



starbucks

Instagram-Famous

Novelty food and drink products will continue to capture social media attention and create instant fame for their makers.



waste wars

Waste Wars

Brands will turn waste into an opportunity, scrutinising their manufacturing systems to repurpose ingredients and create new product lines. Zero-waste campaigns will be a focus for branding and marketing.

Position Matrix

research

Occasional



Individual / Family

Friends / Gatherings



Daily

024

Interviews Cont.



Mimi Diana

Graphic Designer / Student
Age 27

What do you usually prepare for your events/gatherings?

If I am the person initiating an event/gathering, I first create an event group on Facebook and invite people to the group if it's more than 4 people... I [will] create a google doc with a list of item category (food, beverages, supplies, cost, car rental) for everyone can see and edit. ...people... can add items (salad, fruits, snack, beer, etc) to each category and figure out who is in charge of what items.

How many people do you usually hang out with when you have gatherings with friends?

Usually small group with 2-4.

Have you ever used meal kits? why or why not? Did you like the experience?

I have done Blue Apron at my friend's home when I stayed overnight. It was fun and the result was good, but it's not something I would order at home for myself. I don't like to cook and clean up when I am busy. If I want something fancier, I would just go out to eat or call a home delivery service.

Have you ever wanted to try/make fictional food?

Oh yes! Specifically food from Japanese anime!

Would you want to cook by yourself for the event or with other people?

Too much work to do if I cook by myself! Unless someone has a large kitchen with an island table, or else cooking together is inconvenient and inefficient.

How much are you willing to pay for meal kits? What about themed fictional food kits?

I would only pay for a specific type of meal kit that's low carb, no added sugar, fail-proof. \$10 per meal. \$15 max for the themed fictional food kit.

How big is your kitchen and how comfortable are you with people cooking with you there?

I don't have a big kitchen at home. No island, so it fits a maximum of two people.



Annie Wang

Biochemist
Age 24

What do you usually prepare for your events/gatherings?

Cheese and meat platter, finger food, dessert. Assign what everyone needs to bring.

How many people do you usually hang out with when you have gatherings with friends?

Usually 3-4.

Have you ever used meal kits? why or why not? Did you like the experience?

Yes. I like meal kits because I won't have leftover ingredients and I get to try new spices.

Have you ever wanted to try/make fictional food?

Sounds fun. It would be cool to have cooking show meal kit (for top chef or something) because most of the shows I watch do not have food, even if they do, I would not want to eat them.

What kind of platform do you use to watch movies/shows at home?

Netflix for binge watching. Hulu for more current movies and shows. I also use Amazon sometime.

How much are you willing to pay for meal kits? What about themed fictional food kits?

\$10-20 per person.

Interviews Cont.



Joanna Hsu

Preschool Teacher
Age 22

What do you usually prepare for your events/gatherings?

Alcohol, food, find a movie, find board games, and clean the house.

How many people do you usually hang out with when you have gatherings with friends?

Usually small group with 2-5.

Have you ever used meal kits? why or why not? Did you like the experience?

No, because it's too expensive and the portion is not enough. No one around me uses them. I've heard of it but none of my friends use them and no one really talks about it.

What kind of activities do you do when you hang out with your friends?

We sometimes try new recipes of our favorite dishes or desserts, watch movies, or play games.

Would you want to cook by yourself for the event or with other people?

By myself because it is just easier and faster.

How much are you willing to pay for meal kits? What about themed fictional food kits?

\$10 per person. Under \$50 but depends on what movie.



Howard Lin

Student
Age 18

Have you ever wanted to try/make fictional food? (ex. Krabby Patty, Bob's Burger, etc)?

Not really because it just doesn't appeal to me and I think it would not taste good. Even if it is a themed restaurant, I would rather spend the money on ayce.

How many people do you usually hang out with when you have gatherings with friends?

Usually 6-7.

Have you ever used meal kits? why or why not? Did you like the experience?

No, because cooking is not my thing and eating out is just more convenient, less time consuming, and it will probably taste better.

What kind of activities do you do when you hang out with your friends?

Phone games, video games, card games, and talking in between.

Would you want to cook by yourself for the event or with other people?

With other people because they can do the clean up for me.

How much are you willing to pay for meal kits? What about themed fictional food kits?

\$10 per person because I have to do the cook and clean up.

Interviews Cont.



Angie Park

Student
Age 18

What kind of activities do you do when you hang out with friends?

When i hang out with my friends, it varies. One day, we would have korean food or american food then off to dessert. Another day, would be just us rotting in our car, playing Word Cookies.

Have you ever wanted to try/make fictional food? (ex. Krabby Patty, Bob's Burger, etc)?

I always wanted to try Bob's burger

How much are you willing to pay for meal kits

Depends on what they provide.

How much are you willing to pay for a meal kit if it was for making a fictional food?

If it is Bob's burgers, I would pay \$25.

How big is your kitchen and how comfortable are you with people cooking with you there?

My kitchen is actually connected to the living room which is enough to fit 20 people. I am comfortable with my friends cooking with me that way i dont have all these pressures on me.



Jayne Wang

Senior
Age 22

What do you usually prepare for your events/gatherings?

I like to provide alcohol and chips.

Do you find it intimidating to cook for these events?

Yes.

What kind of activities do you do when you hang out with friends?

Board games.

Have you ever used meal kits? Why or why not? If yes, did you like the experience?

No, feel like I could make something more worth without one.

Have you ever wanted to try/make fictional food? (ex. Krabby Patty, Bob's Burger, etc)?

YAS KRABBY PATTY.

Would you want to cook by yourself for the event or with other people?

With other people.

How much are you willing to pay for a meal kit if it was for making a fictional food?

I would be down to pay 20 dollars.

How big is your kitchen and how comfortable are you with people cooking with you there??

In Georgia, I have a big kitchen..Currently, I'm living in New York and it is tiny so not comfy at all.

Interviews Cont.



John Park

Restaurant Manager
Age 27

Do you find it intimidating to cook for these events?

Not really unless it's preparing for 100 people.

What kind of activities do you do when you hang out with friends?

I like to watch movies and shop.

Have you ever wanted to try/make fictional food? (ex. Krabby Patty, Bob's Burger, etc)?

I was never crazy about fictional cartoon food...maybe because I don't really watch a lot of those things. However, I do get hungry when I see real food in the movies or show.

How much are you willing to pay for meal kits?

I like cooking for myself so probably none.

How much are you willing to pay for a meal kit if it was for making a fictional food?

10 dollars.



Aleah Rose Andrion

College Freshman
Age 19

What do you usually prepare for your events/gatherings?

I usually bring sides like salads or something easy like mac n cheese. I'm not that experienced in making fancy things. It's pretty intimidating.

How many people do you usually hang out with when you have gatherings with friends?

Usually 3.

Have you ever used meal kits? why or why not? Did you like the experience?

No, I have no idea what those are haha

Have you ever wanted to try/make fictional food?

Yes!!! The beignets from princess and the frog is something I always wanted to make.

What kind of activities do you do when you hang out with your friends?

Go to Disneyland or eat out. We all have an annual pass so I can go there anytime with my friends. Even if it's just for sitting in there and doing nothing. I like the happy atmosphere...

How big is your kitchen and how comfortable are you with people cooking with you there?

It's very small and I'm very comfortable with that just because I would only invite friends that I'm really comfortable with anyway.

How much are you willing to pay for meal kits? What about themed fictional food kits?

\$5-10? Maybe \$10-20? Just because it's themed.

Interviews Cont.



Jeremy Kim

Illustrator
Age 24

What do you usually prepare for your events/gatherings?

Chips/salsa, tacos, chicken wings, steak, salad.

Do you find it intimidating to cook for these event?

Time can be intimidating. The quality of the food usually depends on how much time it takes to prepare it. I often go with the quickest and easiest way to feed the guests because of time.

How many people do you usually hang out with when you have gatherings with friends?

2-3.

Have you ever used meal kits? why or why not? Did you like the experience?

No, I have never bothered to research each company. It's hard to trust a food company when it doesn't come from your local market. An online subscription is a long term commitment that I don't want to deal with...

What kind of activities do you do when you hang out with your friends?

Listen to music, watch movies, eat at restaurants, share internet content, just sit and talk, work on projects.

Would you want to cook by yourself for the event or with other people?

By myself because it is just easier and faster.

Have you ever wanted to try/make fictional food? (ex:Krabby Patty, Bob's Burger, etc)?

Not necessarily, because those fictional foods mimic real food that I can eat in real life... It would be fun to make/eat a burger with the exact proportions and dimensions of the fictional version... I believe the physicality of the food is key for this experience.

How much are you willing to pay for meal kits? What about themed fictional food kits?

I would pay \$200-\$300 a month. I think it is fair to place this meal kit at a higher price point if it is a repeatable process (\$50-\$80).



Oscar Bermejo

Food Preparer
Age 29

What do you usually prepare for your events/gatherings?

Snacks. Usually bite size. Finger foods. I get tired from preparing food all the time, I usually like to let other people bring in the main dishes.

How many people do you usually hang out with when you have gatherings with friends?

2 other people.

What kind of platform do you use to watch movies/shows at home?

DVD; Netflix.

Have you ever used meal kits? why or why not? Did you like the experience?

Yes; convenience; fast and easy to make. It's not that hard to follow the rules. It's nice having all the ingredients in one place rather than trying to find all of them at a store. That takes more energy than you think.

What kind of activities do you do when you hang out with your friends?

Eat, eat, eat! Sometimes hiking when I want to be active. I like to hit up the clubs, but usually we just watch movies since that's the easiest and relaxing thing to do.

How big is your kitchen and how comfortable are you with people cooking with you there?

Not that big. People are welcome but please don't be in my way.

How much are you willing to pay for meal kits? What about themed fictional food kits?

\$50. Around \$60.

Experiment

To fully understand how meal kit services work, our team experimented with two different meal kit services: Martha by Marley Spoon and Terra's Kitchen. From the ordering process, delivery, to cooking, we transform what is supposed to be an individual task to a group activity. Though, at first it was a little chaotic but once we figure out the tasks for each of us, the process became smoother and we all had fun doing the cooking as opposed to cook by oneself.

research



Terra's Kitchen

Terra's Kitchen came in a mini fridge-like capsule which is interesting because it reduces the outside packaging, however, there are still a lot of plastics being used for each of the ingredients. We also found some difficulties in sliding the trays back into the capsule. The overall process was easy and fast because all the ingredients came prepared and pre-chopped.



Martha by Marley Spoon

The outer box of Martha by Marley subscription came in the very typical cardboard box. We thought the messages on the box and the way of the recipe cards and other informational cards are included in the box are very creative and thoughtful. However, one of the paper bags came ripped due to the apple juice leaking from its container which made us feel unsafe using the apple juice in our food. One of the seasonings was also missing from our package.

Persona 1



Maria Lopez

Age: 22
 Residence: Seattle, WA
 Income: \$55k
 Occupation: Part time student at University of Washington and part time finance analyst intern at Vulcan
 Cooking Experience: No
 Relationship Status: Single
 Hobbies: Hiking, going out with friends, watching movies
 Favorite Shows: The Office, 13 Reasons Why, New Girl
 Favorite Store: Madewell
 Pets: None

Takes a Kind bar and walks to school



8:40 am

class ends and takes a bus to internship



11:00 am

walks over to a restaurant with the team for lunch



1:00 pm

last check up with the manager

5:00 pm

watches Netflix with friends while eating dinner



7:00 pm

Finishes homework and gets ready for bed

11:30 pm

8:00 am wakes up and gets ready



9:00 am class starts



11:30 am checks email and checks in with the manager



3:30 pm gets coffee and meet with the team



5:35 pm leaves work and togo's chinese food to eat at home with friends



8:30 pm friends leave and work on homework

12:00 pm goes to sleep

Persona 2



Thomas Sun

Age: 23
 Residence: Brooklyn, NY
 Income: \$62k
 Occupation: Art Director at Mother Design
 Cooking Experience: No
 Relationship Status: Single
 Hobbies: Shopping, Art Museums, Traveling, Movies, Fine-dining
 Favorite Shows: The Office, Broad City, Rick and Morty
 Favorite Store: Barney's
 Pets: None



makes breakfast (coffee + oatmeal)

7:45 am



gets to work checks daily to-do list and prepares for morning meets

9:00 am

eats catered lunch provided at the office



12:00 pm

regroup and meet with teams

3:30 pm



meet up with friends and eats out for dinner (uses Yelp)

7:45 pm



changes into t-shirt/sweats, washes face and brushes teeth

9:30 pm

goes to sleep

12:00 pm

7:00 am wakes up, showers, and get ready



8:15 am leaves apartment, takes train to work



10:30 am meets and briefs with project teams

12:45 pm walks to and buys iced latte from local coffee shop



7:00 pm works over-times and finally leaves office, takes the train

9:00 pm gets home, checks social media



10:00 pm checks news and stream Netflix, Hulu, Amazon Prime Video



Persona 3



Stella Silva

Age: 26
 Residence: San Ramon, CA
 Income: 70k
 Occupation: Biochemist
 Cooking Experience: Yes
 Relationship Status: In a relationship
 Hobbies: Wine tasting, running, grocery shopping, binge watching on Netflix
 Favorite Shows: Grey's Anatomy, How I Met your Mother
 Favorite Store: Crate & Barrel
 Pets: White Korean Jindo



makes breakfast
cleans dishes

5:50 am

gets to work
starts working: does
experiment, attends
meetings, instrument
maintenance, orders
supplies

6:30 am



gets off work

3:30 pm

returns from running,
makes dinner or goes
grocery shopping

5:00 pm



watches shows
and movies, does
chores, take her
dog out for a walk

8:00 pm



goes to sleep

11:00 pm

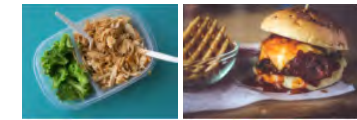
5:30 am wakes up
gets ready



6:10 am leaves her apartment
drives to work



12:00 am eats lunch: usually
bring her own but
goes out occasionally



4:30 pm gets ready to go out
for a run with her dog



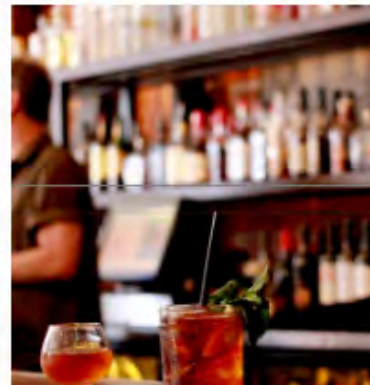
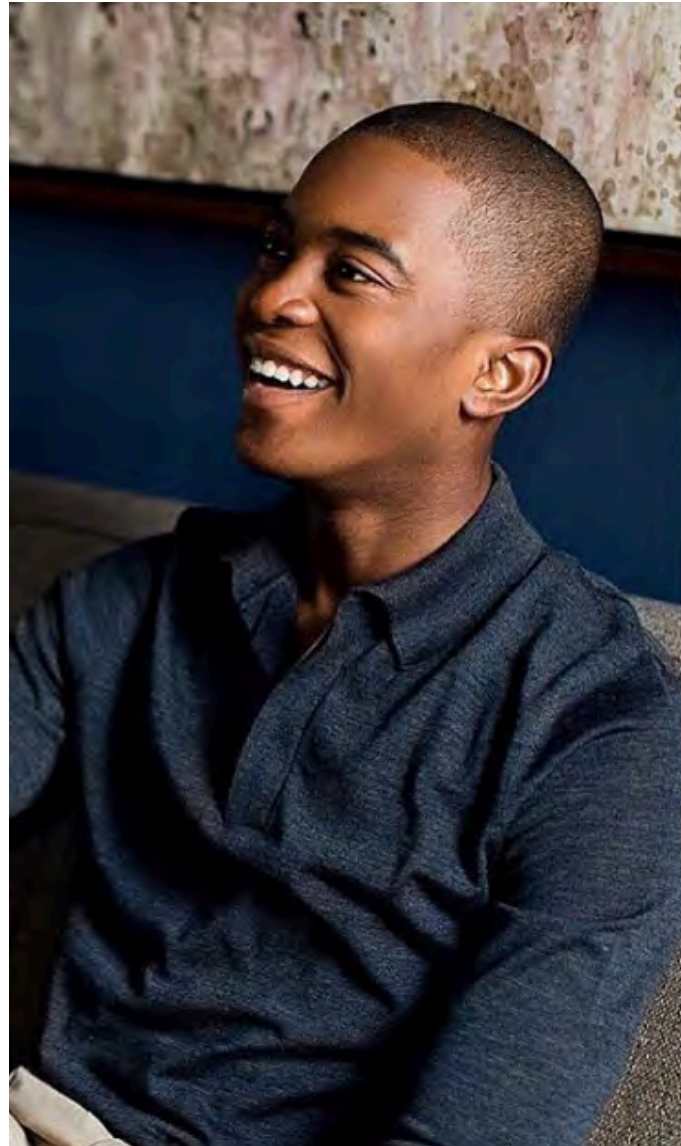
7:00 pm eats dinner



9:00 pm takes shower



Persona 4



Nicolas Smalls

Age: 27
 Residence: Pasadena, CA
 Income: \$70k
 Occupation: Accountant at Kaiser Permanente
 Cooking Experience: Yes
 Relationship Status: Single
 Hobbies: Billiards, Going out to bars, Cooking, Movies
 Favorite Shows: Black Mirror, Sherlock, Punisher
 Favorite Store: Nike
 Pets: None



makes breakfast
 (eggs w/ honey oat
 toast and potatoes)

8:00 am

drives to work

9:30 am



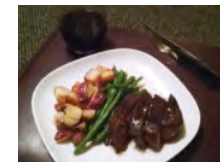
Eats lunch at Italian
 restaurant next to
 Kaiser with coworkers

1:00 pm



leaves work

5:30 pm



prepares dinner;
 enjoys a glass of
 red wine

6:40 pm

gets ready to
 go to bed

8:45 pm



goes to sleep

10:30 pm

7:30 am wakes up and
 washes up



9:00 am gets ready



10:00 am works at kaiser
 reviews financial
 reports



2:00 pm takes a coffee break
 and socializes



5:40 pm grocery shopping
 before heading
 home



7:00 pm watches the Punisher
 on Netflix



9:00 pm reads before going
 to bed



Logo Development: Phase 1

brand development

1



2



3

FICTION KITCHEN

4



5



6



7



8



Logo Development: Phase 2

brand development



Logo Development: Phase 3

brand development



Logo Development: Phase 4



Meetings

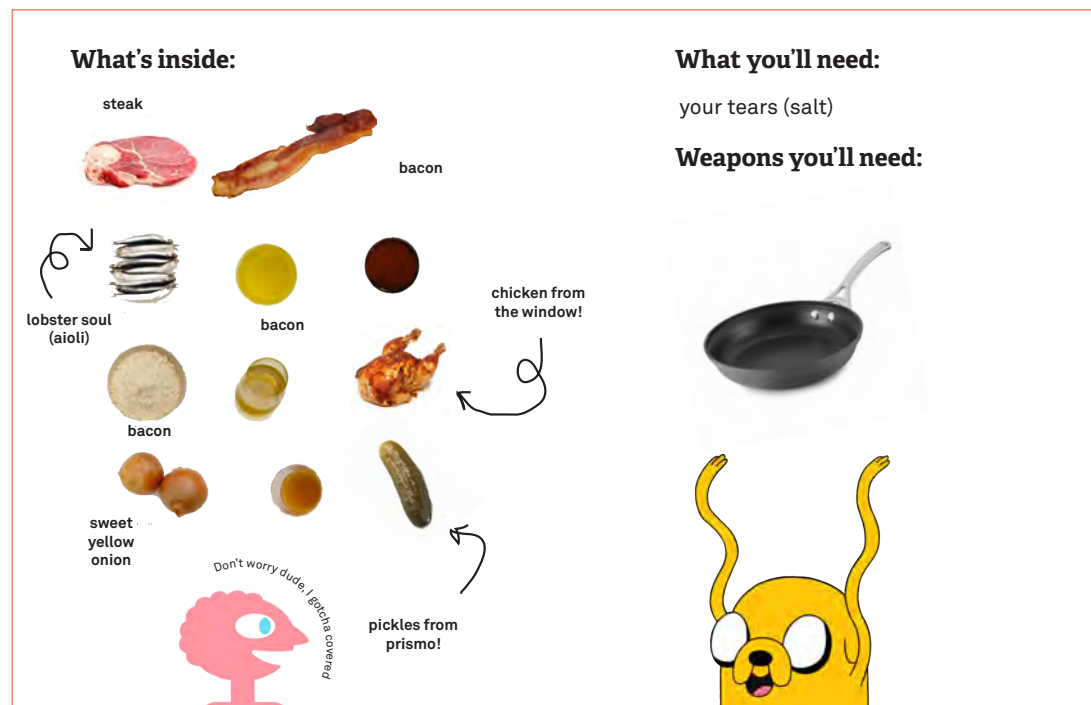
Each week, we work closely together to discuss about our brand direction and design. Each team member is assigned a task to work on before the meeting then we critique each other's design during our weekly meetings.



Collateral: Welcoming Cards

A welcoming card is included in each package. These cards are themed based on the movie or show that is chosen by the customer.

Phase 1



Collateral: Recipe

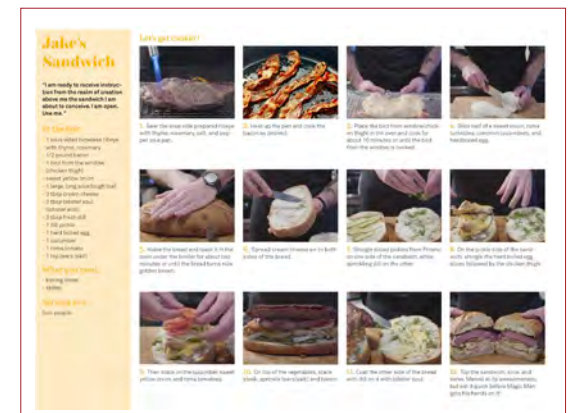
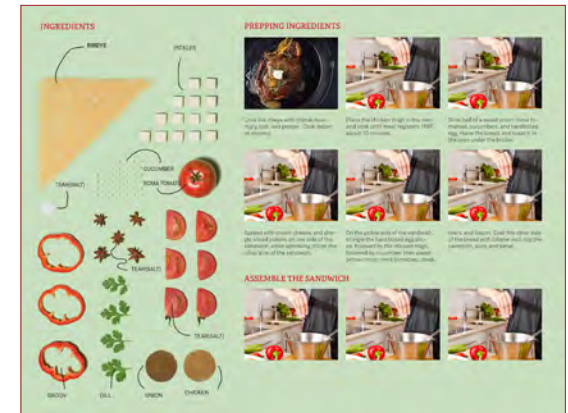
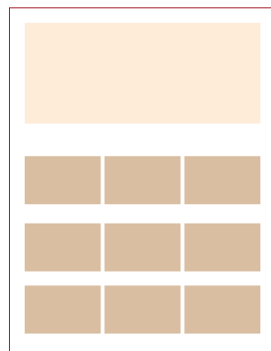
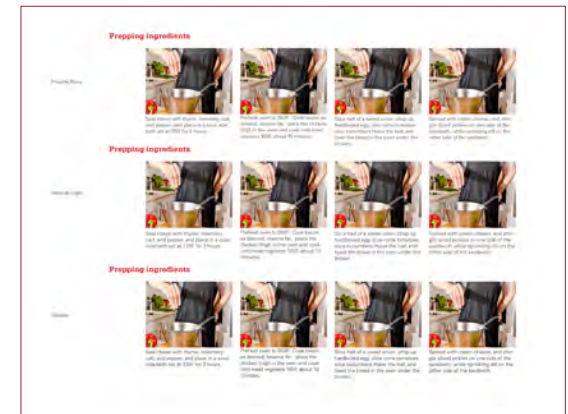
Recipe card with step by step instruction is included to make cooking simple and straightforward for beginner cooks

brand development

Phase 1



Phase 2



Collateral: Recipe Photoshoot

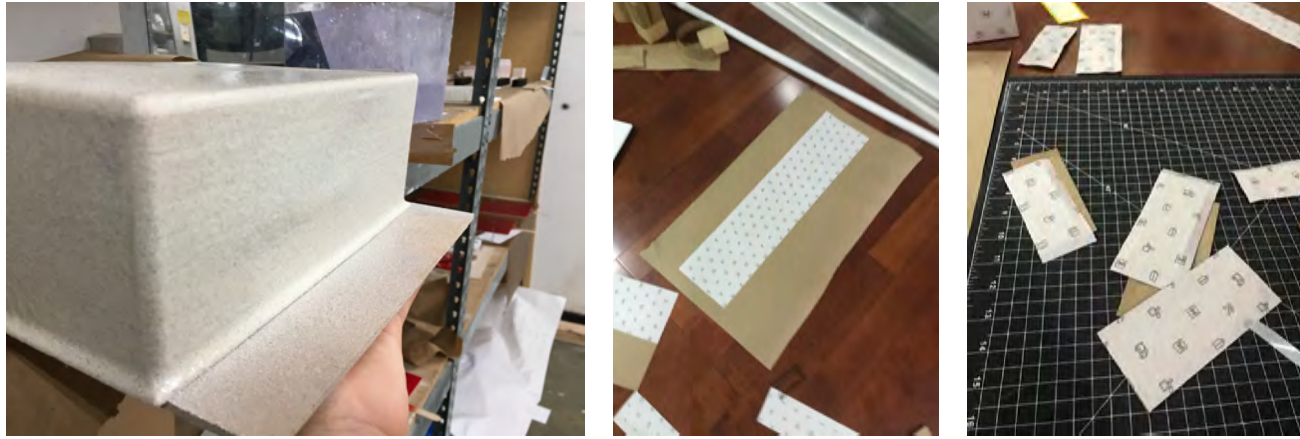
A photoshoot dedicated for the recipe to show the step by step instruction in order to make beginners feel at ease when cooking.

brand development



Form Development

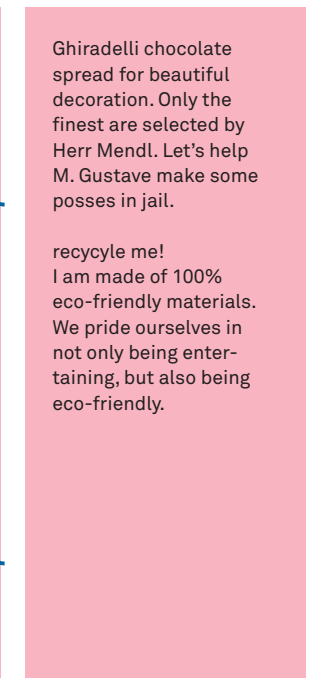
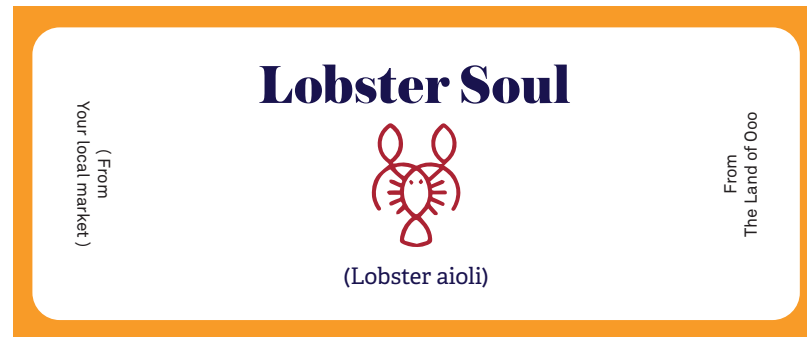
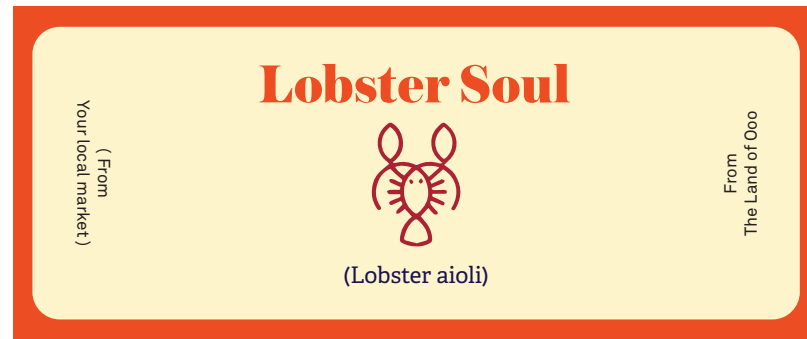
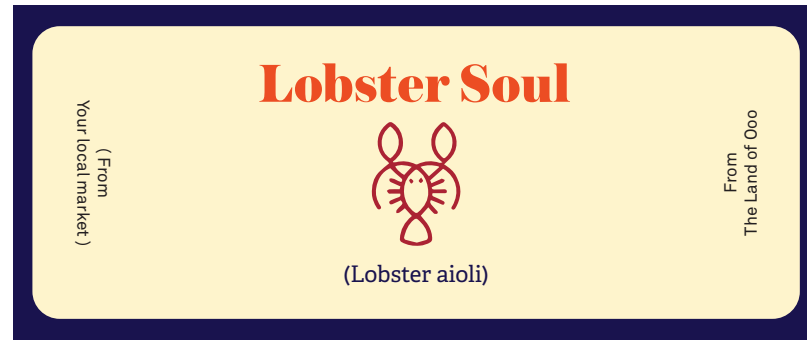
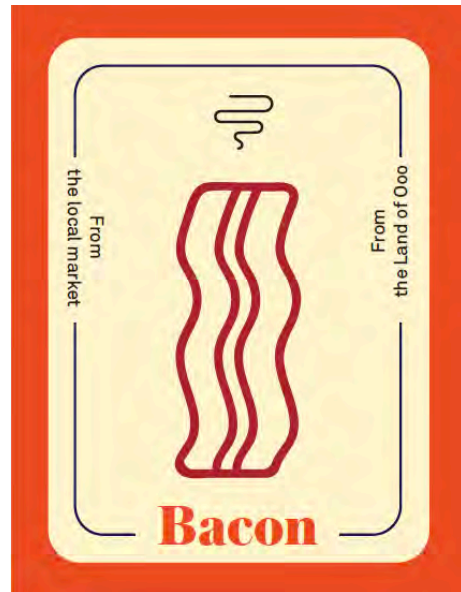
form development



Graphic Application: Labels

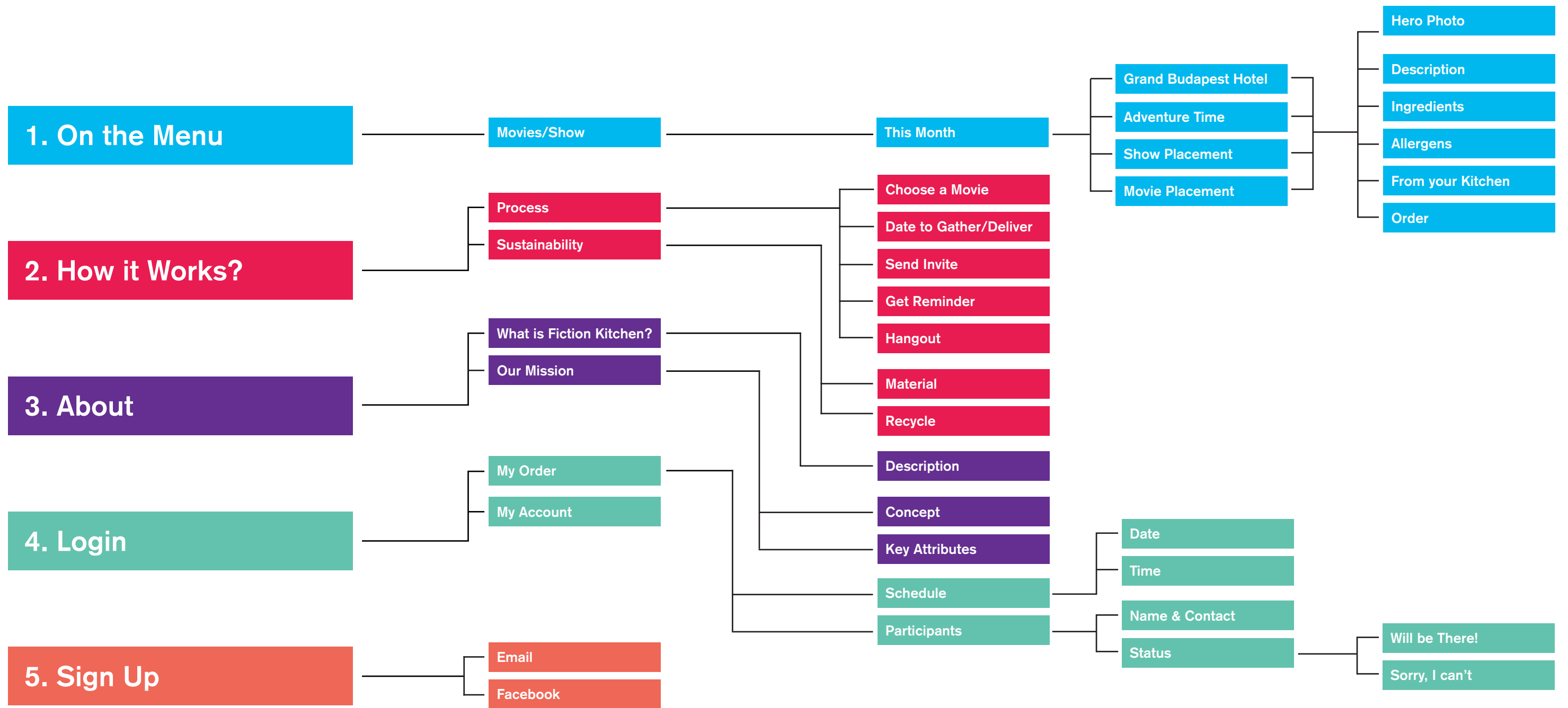
We each designed a few layouts for the label then we collaborated by combining different elements from each design to create the final layout.

form development



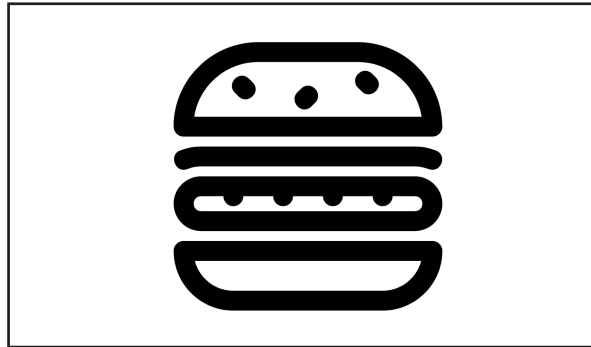
Task Breakdown

Interactive



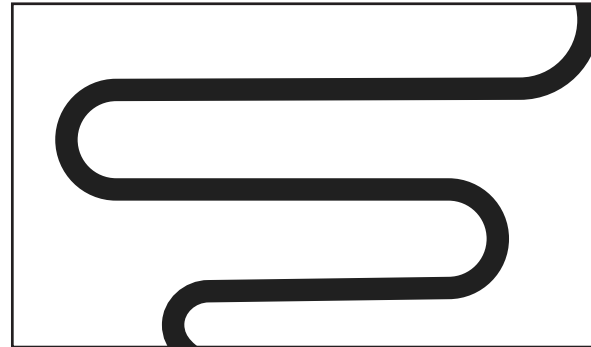
Motion Storyboard

media



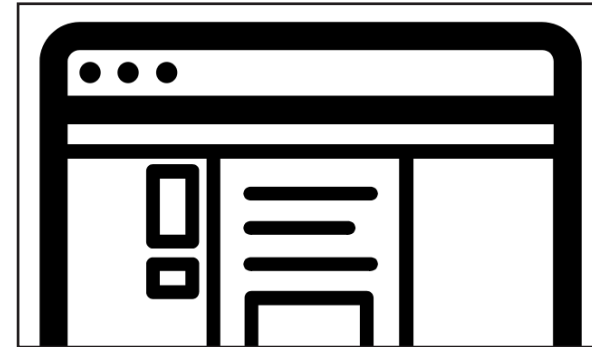
What if?

- > Have you ever dreamed of eating ____?
- > What if fictional food can be real?



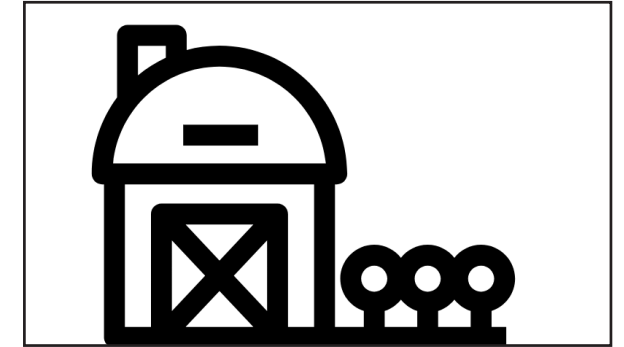
Introduction (logo animation)

- > Introducing Fiction Kitchen
- > The first affordable meal kit that lets you... (summary of our concept)
- > Reel food. Real ingredients.



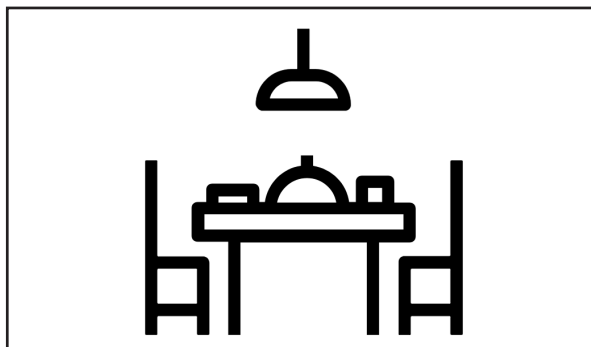
How it works (what YOU do):

1. gather friends
 2. go online
 3. order (showing options)
- > We deliver
 - > Watch
 - > Cook n enjoy



How it works (what FK does):

- > Collaborate with _____(netflix hulu idk) every season
- > Organic ingredients
- > Ecofriendly packaging



Benefits:

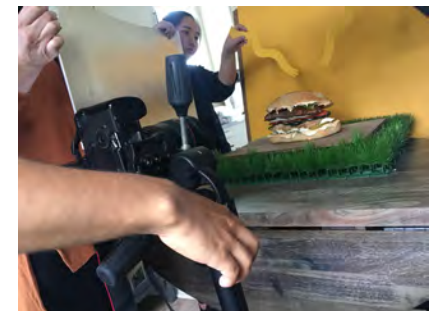
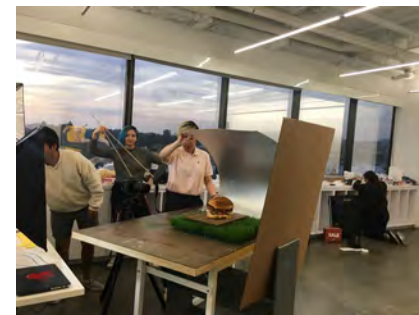
- (table stays but items change)
- > Learning how to cook
 - > Immersive experience (show shot of labels)
 - > Fun activity with friends
 - > Eating food that you can't find anywhere else

Call to action:

- > What are you waiting for!!
- > Your courtesan au chocolat is waiting for you (shot of the food) 2d dinner plate reveals 3d food

Photoshoot

media



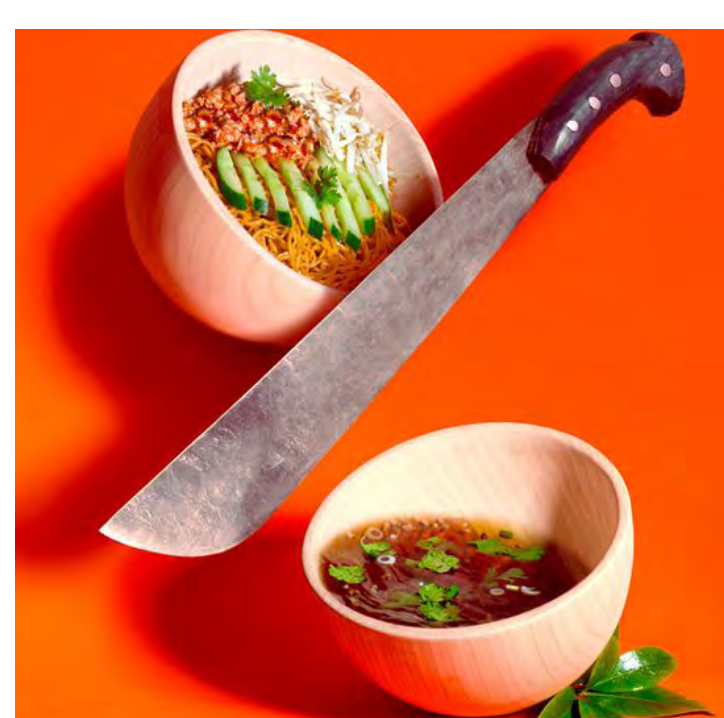


Fiction Kitchen™

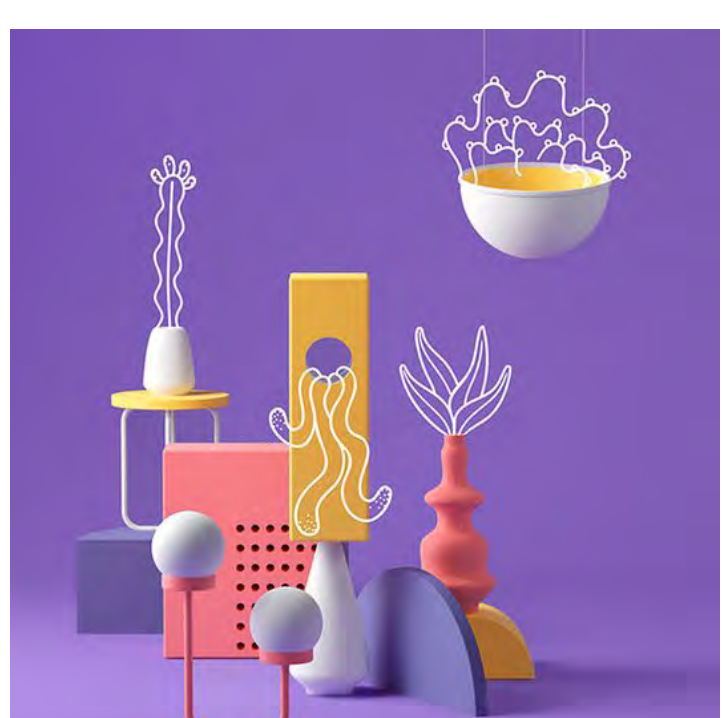
Reel Food. Real Ingredients.

An affordable, themed based meal kit service that allows young working professionals to host small gatherings with friends and create an immersive bonding experience through food and entertainment and establish positive cooking habits at home.

Brand Key Attributes



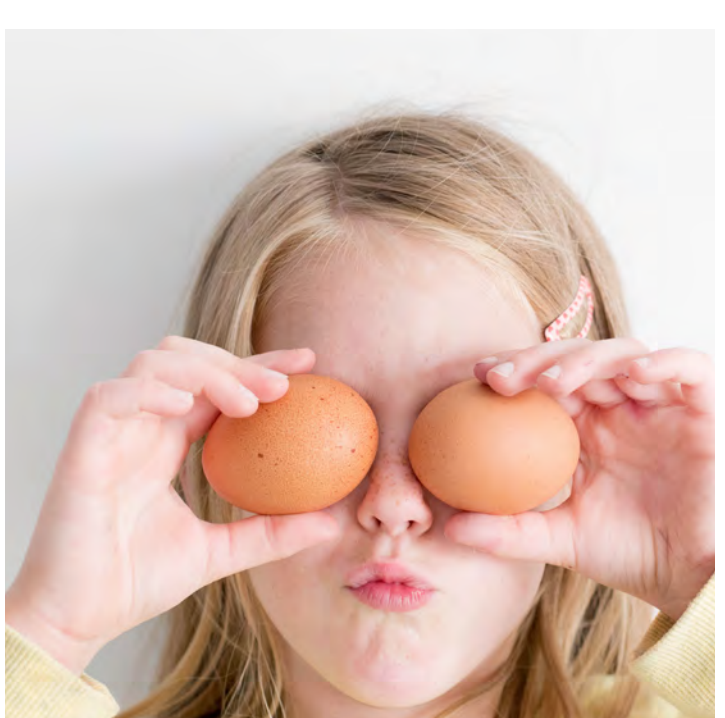
Entertaining



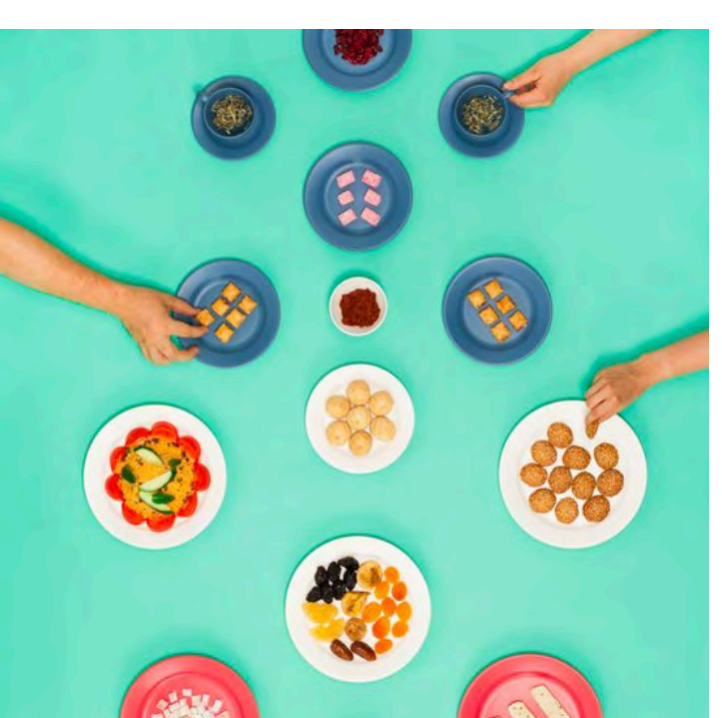
Imaginative



Educational



Approachable

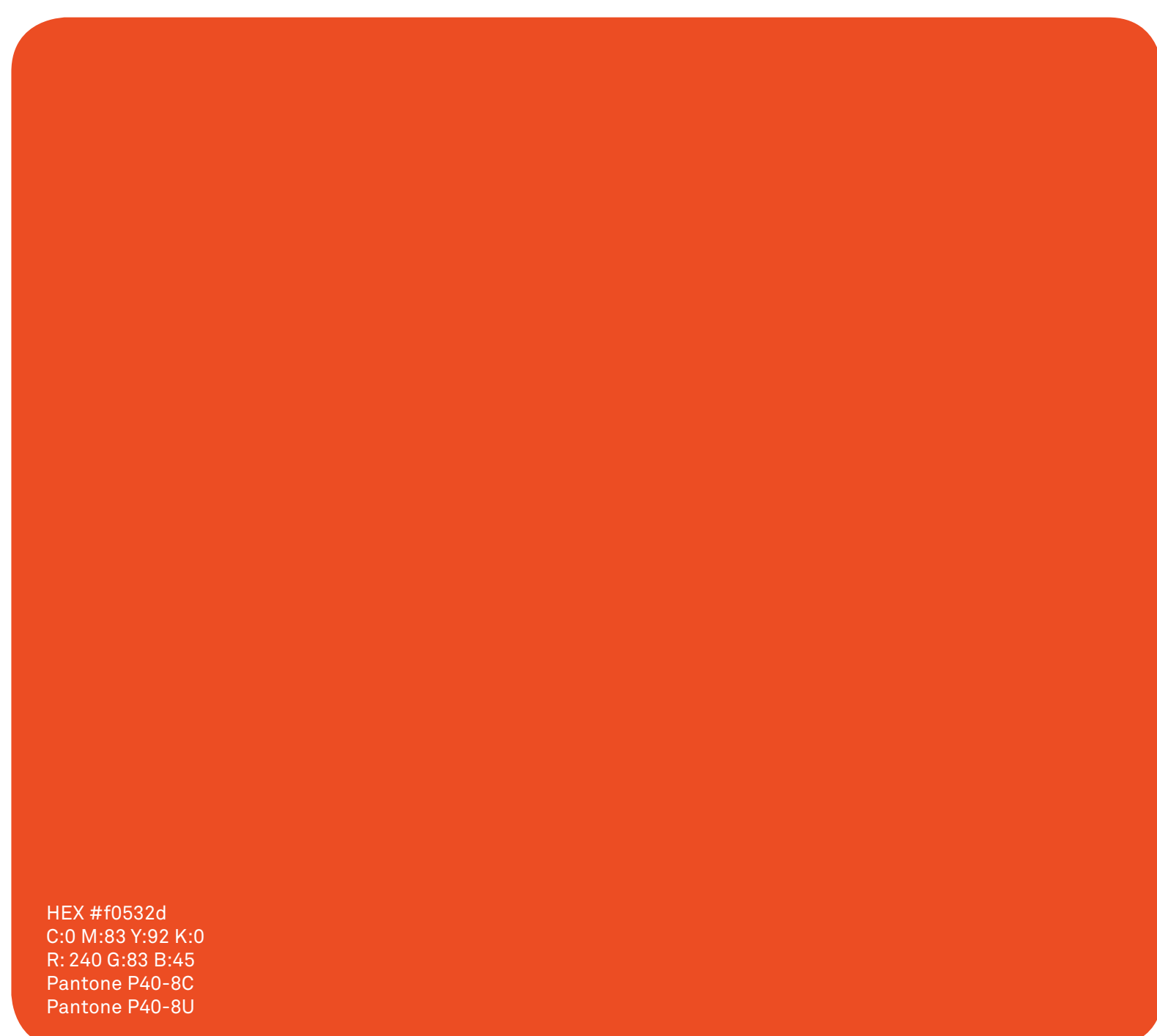


Bonding



Witty

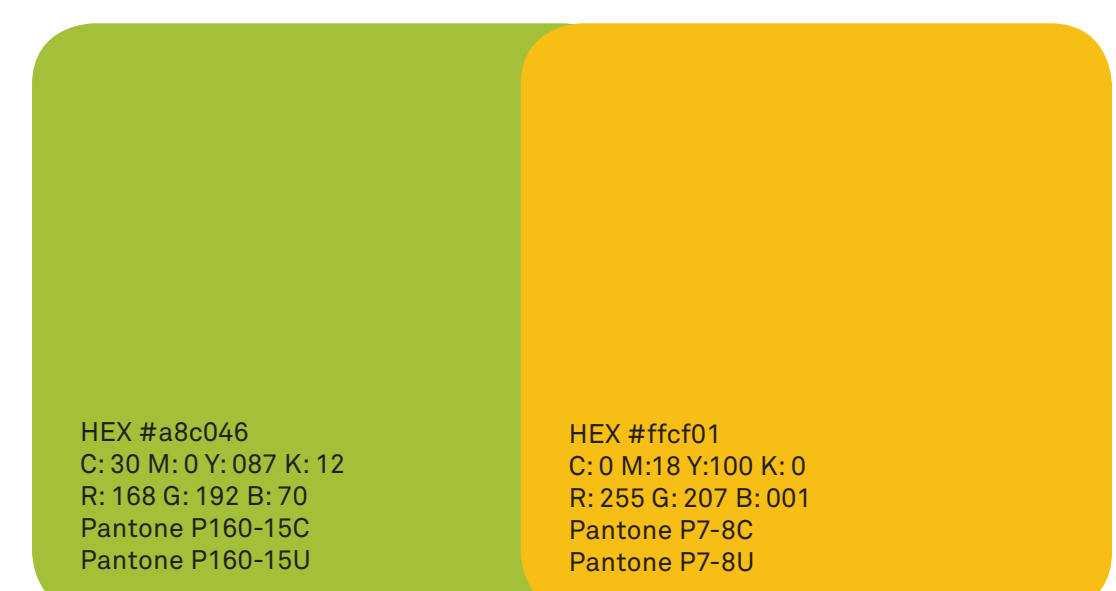
Primary Color



Secondary Darks



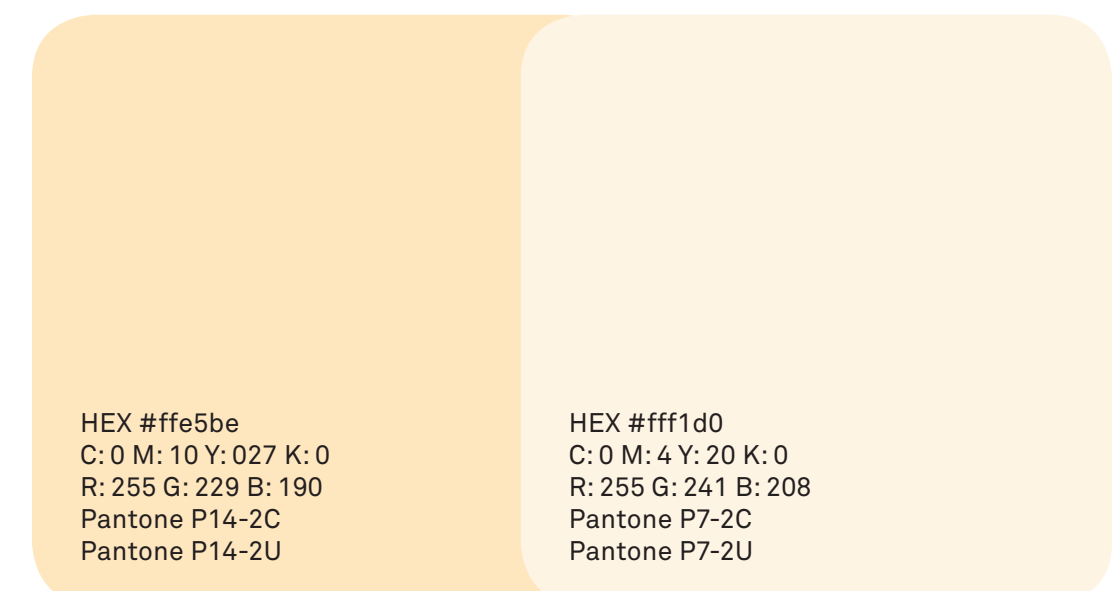
Tertiary Colors



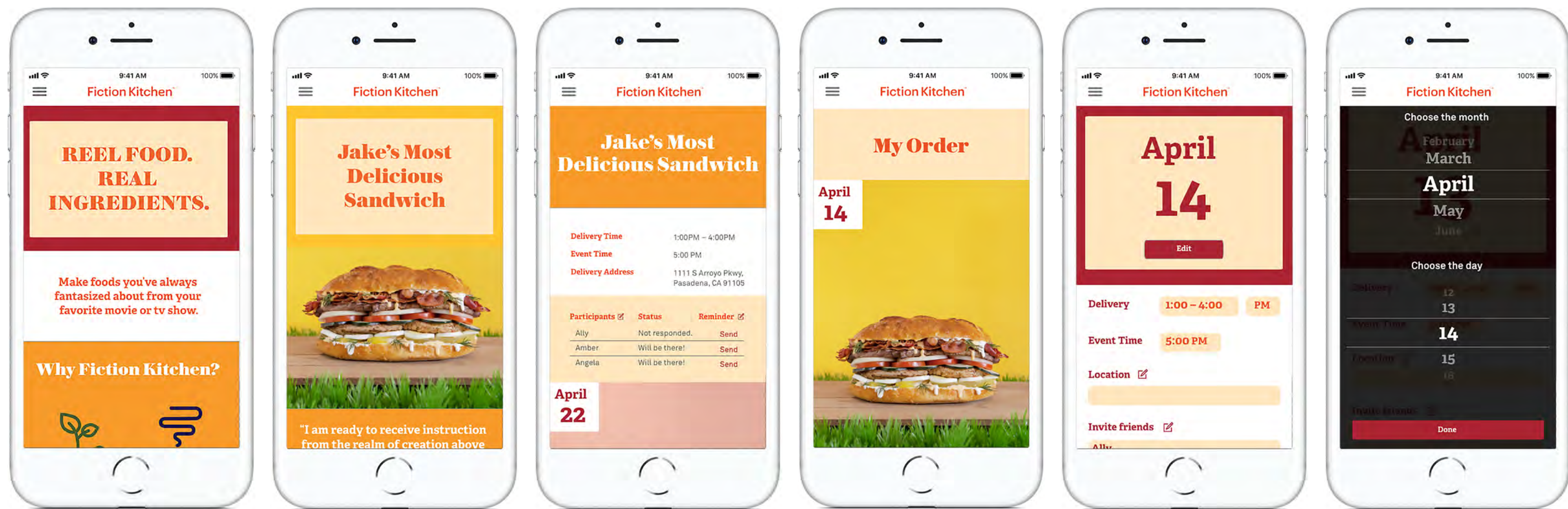
Secondary Brights



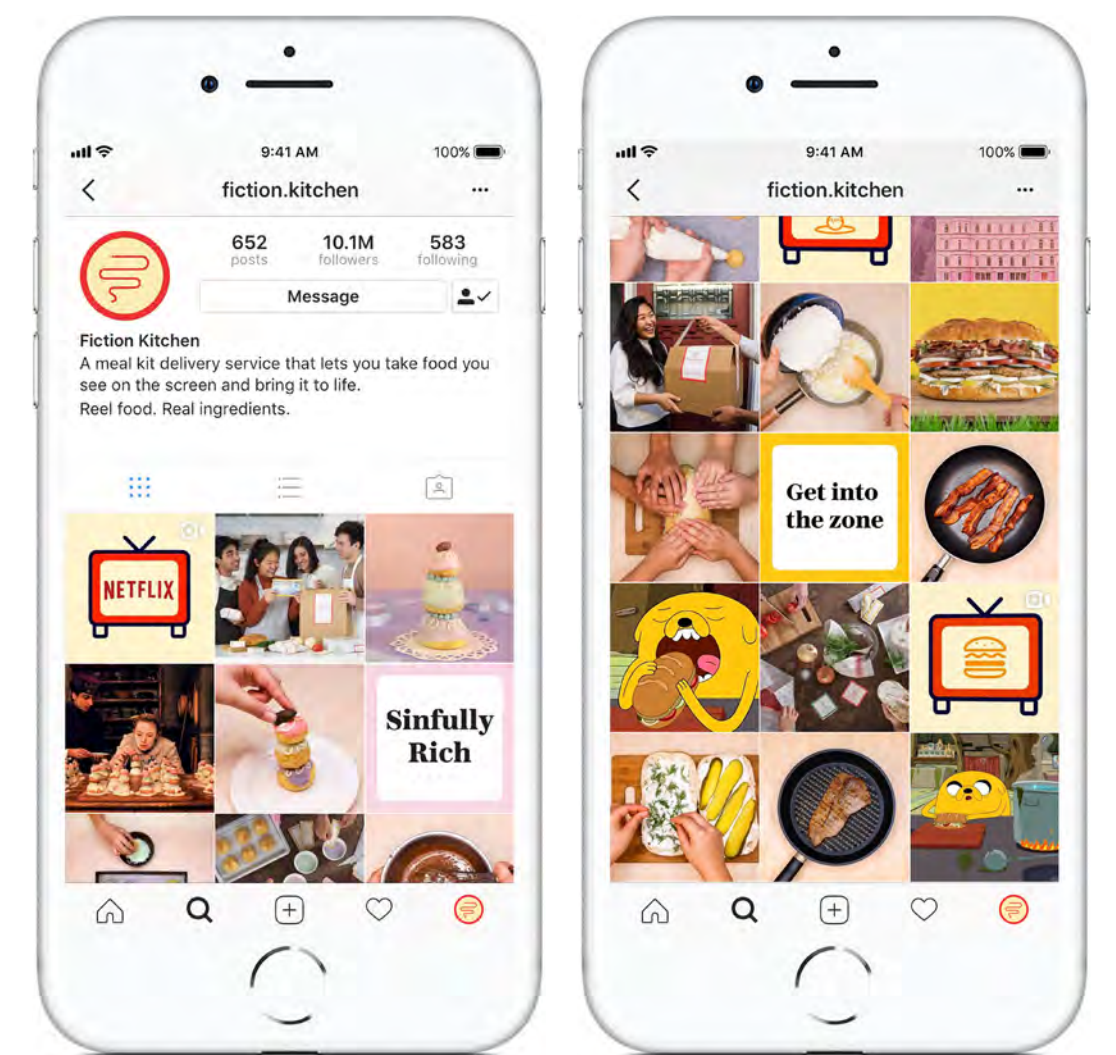
Secondary Neutrals



Mobile App



Social Media



Website



How Does It Work?



Entertainment of your choice
Every four months, Fiction Kitchen will provide you with four different recipes to follow from four different movies or shows.



Invite our friends
We are here to help you plan a group hang out! Invite your friends through our app or on the website to collaboratively plan the hang out together.



Choose your delivery date
Choose the best time for delivery and wait for your meal kit to arrive. All the ingredients and recipe will be in the kit for smooth start to your hang out.

Materials & Sustainability

Paper
Fiction Kitchen pride ourselves in being eco-friendly while being entertaining. We delicately wrap our ingredients in eco-friendly and recyclable food grade paper materials, such as kraft paper and natural freezer paper. These paper materials keep all of our ingredients fresh and reduce plastic waste for our environment!



Paperpulp
Fiction Kitchen is proud to be the only meal kit service who uses 100% recyclable and biodegradable materials. Paperpulp is 100% post-industrial raw materials that goes through chemical-free pulping process. This process results in no waste water—all water evaporates or is reused in the pulping process, and zero manufacturing waste—all scraps are returned to the pulp slurry. The final packaging is 100% recyclable!

