

# EatWell Meal Kits Cultural Competency

## Flavor and You

Food is personal—everybody is entitled to like whatever food they like! Often, our food preferences are influenced by our family or our upbringing. Sometimes they are influenced by where we live or where we come from. Other times, our taste preferences are simply just what we like to eat.

## Our Approach

To deliver on our goals, EatWell recipes don't start in the kitchen, they begin in the community. Speaking to local residents helps us to understand the ingredients, flavors, and dishes they like. We learn about cooking challenges and get insights on how to make dinner easier. Our Michelin-trained chef then uses this info for designing new EatWell recipes and techniques. Then we produce picture based instructions in multiple languages to support diverse communities. This doesn't mean our food is going to taste like Grandma's cooking, but it does mean that our meals reflect traditional or local ingredients and use familiar flavors, textures, and spices. Because of our community collaborations, our recipes are not just delicious, but personal too!

Ensuring EatWell recipes work for our communities doesn't end with the flavors or the ingredients. We know that cooking dinner has to fit into real life. To support busy schedules, our recipes are designed to be fast, cooking in about 30 minutes. And because our recipes use only 1 pot, they are easy to make—and easy to clean! This means you can spend less time at the stove, and more time doing the things you love, knowing you have the fuel you need!





## EatWell Recipe Goals

At EatWell, we strive to deliver an exceptional experience by providing fresh ingredients and recipes that are delicious, and fit the taste preferences of the communities we serve. Our goal is to offer meals that are tasty, familiar, and meaningful.

The better you eat, the better you feel, and eating nutritious meals is a great way to stay healthy. To help everyone enjoy a fresh, home cooked meal as often as possible, we offer a variety of recipes and flavors so there is something for everyone! By delivering ingredients that are familiar, and dishes that are meaningful, we serve up a story as much as a dinner! This makes healthy eating more accessible, and accommodates the unique taste preferences everyone is entitled to.

## What about sustainability?

We use New England-inspired ingredients as much as possible. Buying local and seasonal ingredients helps us to decrease food waste, support local economies, and reduce our carbon footprint. This ensures EatWell's ingredients are not only good for you, but good for the planet too!



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