

EatWell Meal Kits Nutrition Philosophy

Our Mission

We believe wholesome food changes lives. EatWell's mission is to make cooking a nutritious meal quick, simple, and enjoyable. Each meal kit contains fresh, high quality ingredients and a simple recipe for a tasty meal. Our recipes are designed to be easy and practical to help you become more confident in the kitchen!

What “Healthy” means to us

At EatWell, we recognize that everyone has unique nutritional needs and dietary preferences. Our recipe portfolio is designed to accommodate diverse palates thanks to big flavors from a variety of wholesome ingredients, spices, and herbs, so everyone can make meals that work for them.

Our definition of “healthy food” is balanced meals made with fresh, whole ingredients that are full of color and natural flavors. We focus on creating hearty, satisfying dishes that are high in fiber and protein, and low in fat, sodium, and sugar. EatWell's recipes prioritize plant-forward, nutrient-dense ingredients like veggies, legumes, and whole grains, to reflect evidence-based principles on health and sustainability.

Our Values

- Delicious: flavorful meals seasoned with a variety of herbs and spices
- Evidence based: reflect science-based nutrition recommendations
- Balanced: meals contain a variety of essential nutrients
- Plant forward: hearty meals that are not meat dominant
- Whole ingredients: minimally processed to keep flavors intact

Nutrition Targets

EatWell uses the following targets to ensure our recipes offer a robust nutrition profile that supports long-term health:

Low in Sodium	Reducing sodium intake helps to lower blood pressure	< 500 mg/serving
High in fiber	A diet high in fiber lowers cholesterol and helps control blood sugar levels.	Carb:fiber ratio < 5:1 per serving
High in protein	Protein-rich meals improve satiety and blood sugar control	> 20% Daily Value per serving
No sugar added	A diet low in added sugar reduces risk of obesity and type 2 diabetes	< 5 grams/serving
Low in saturated fat	Low intake of saturated fat reduces risk of cardiovascular disease	< 5 grams/serving
Low in cholesterol	A diet low in cholesterol reduces risk of heart attack and strokes	<40 mg/serving

