

Consumers say they want convenience

– we know what they **really** want

Cheffelo





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Cheffelo



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- A Scandinavian meal kit company that's growing profitably
- Launching Finland this fall!

Introducing convenience



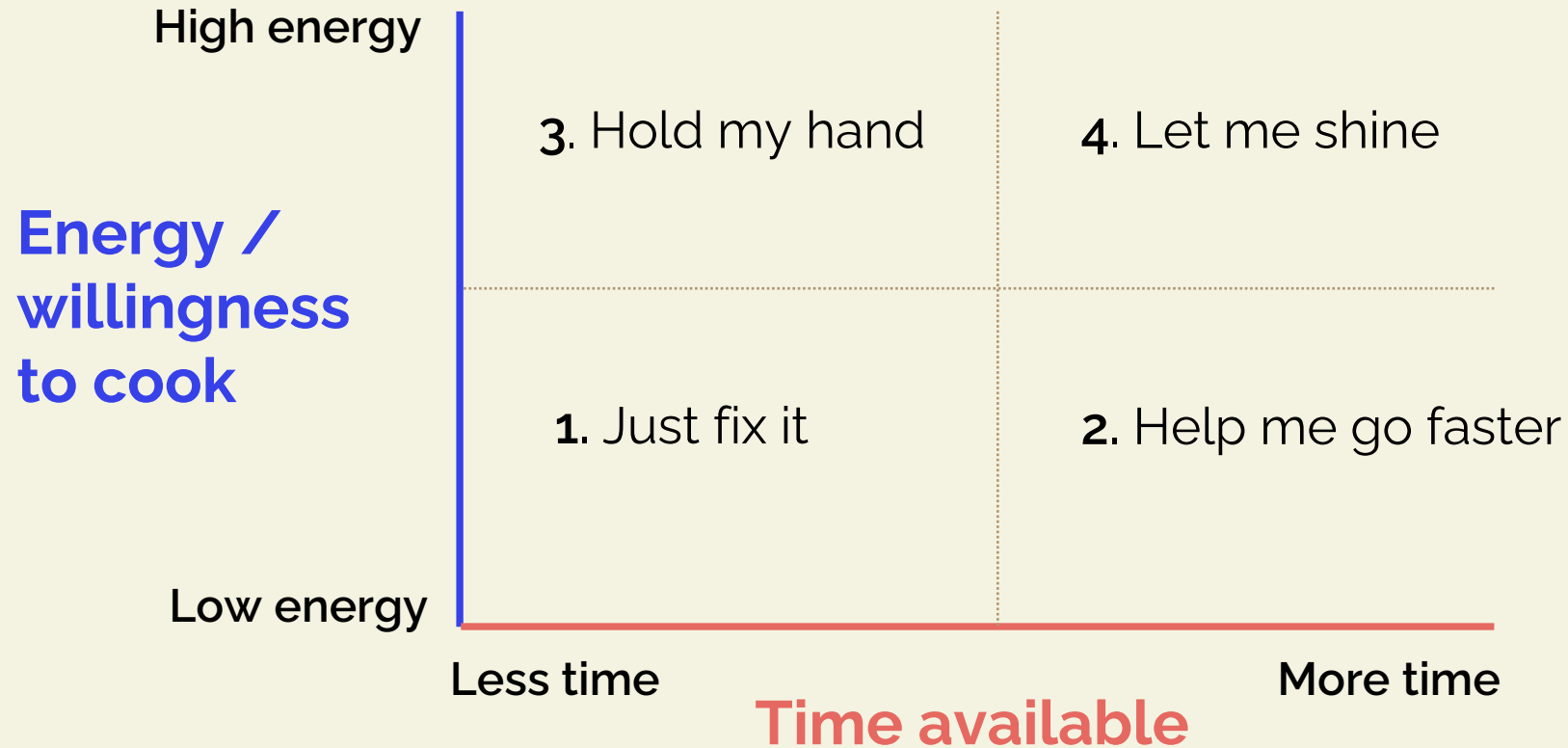
Dinner is a daily trade-off between **time**, **energy**, and the wish to “**do the right thing**” for the family.

Situations of convenience

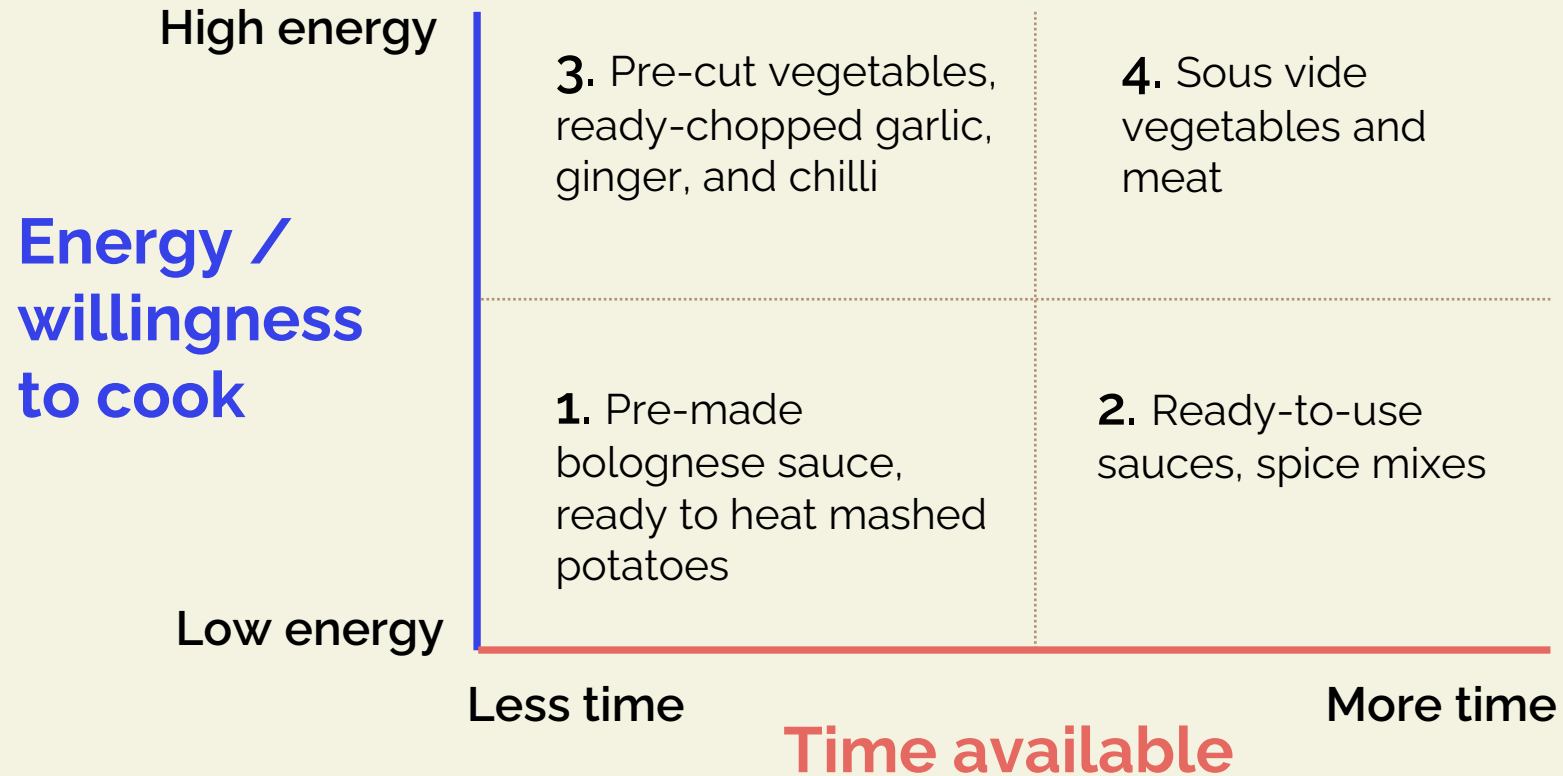
1. Good intentions
2. Before football practice
3. A bit more headspace
4. Time to impress



The model of convenience



What actually works



How do we know this works

Popularity score



Volume – What customers do

- ✓ Added
- ✓ Removed
- ✓ Pre-selected

Love – What customers think

- ✓ Rating
- ✓ Dislikes
- ✓ Repeat
- ✓ Favourite
- ✓ Wishlist

- ✓ Taste beats everything
- ✓ People trade effort for outcome
- ✓ Fast, easy and good = new everyday favourite

Thank you
for your
attention

Feel free to ask question

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Get your discount code

