



WELCOME SERIES REFRESH

Email 1, 3 Versions



Final

APP DOWNLOAD

SL:

Welcome to Freshly, [Name]!

PH:

Thanks so much for your first order.

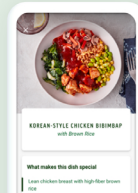


WELCOME TO THE FRESHLY FAM!

DOWNLOAD THE APP



We hope you're as excited to eat your meals as we are to cook them for you! Before your order arrives, download the app to manage your subscription and track your delivery once we get cooking.



WORK UP AN
APP-ETITE

Update your upcoming deliveries in
seconds with Freshly in your pocket.



TRACK YOUR ORDER

Eagerly awaiting your Freshly meals? Now you can track delivery status directly in the app.



SET WEEKLY NOTIFICATIONS

Pick the best time for you so that you're always kept in the loop.



GET NEW MEAL ALERTS

Sign up for push notifications so you always know what's fresh and new on the menu.

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CHOOSE MEALS

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FRESHLY

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While we cook up your meals, start browsing the menu for your second delivery and choose your next round of new meals to try.

CHOOSE MEALS

MENU FUN FACTS

1

We launch at least 1 new meal every week.

2

Every week features meals with seasonal ingredients and year-round staples.

3

We're all about perfecting, that's why our chefs take at least 4 months the create every meal.

4

We'll show you what's new in weekly emails and app notifications.

5

Rate your meals weekly to send your thoughts right to our chefs.

CHOOSE MEALS

MULTIPLE CTA

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WHAT TO DO WHILE YOU WAIT *(besides work up an appetite)*



PICK MEALS FOR YOUR SECOND DELIVERY.

[CHOOSE MEALS](#)



DOWNLOAD OUR APP.

It makes managing your deliveries and account even easier.

[DOWNLOAD THE APP](#)



SHARE GOOD FOOD.

Feeling excited you found us and want to spread the word? You'll get \$40 for every friend who tries us.


[GET \\$40](#)

OVERVIEW


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THANK YOU