



LEADS WELCOME FLOW



Final

SERIES OVERVIEW - WITH OFFER

FRESHLY



A NOTE FROM OUR CEO

Hi, I'm Mike, Freshly's CEO and Co-Founder.

As you try us out, I wanted to let you know what you can expect from our #1 rated* meal service.

The big news: With us, your **days of meal prep are over**. We do the shopping, prepping, and cooking for you so you can enjoy mealtime without the work.

Even better? Our **meals are ready in minutes**. Every fresh prepared meal is ready to heat and eat in 3 minutes. No catch, no cleanup—I promise you that.

Plus, we'll deliver the meals of your choice right to your door every week. Don't worry—it's **easy to skip a week or cancel** if you need to, and shipping is always free.

Most importantly, we put a lot of thought into crafting our **fresh, all-natural meals**, sourcing high-quality ingredients to make dishes that're both tasty and good for you.


We're ready to cook for you. Are you ready to get an hour a day back? If so, **redeem my special offer below for \$40 off your first two orders**.

TRY FRESHLY & SAVE \$40

Thanks for checking us out,
Michael Wystrach

**As rated by an independent review company.*

FRESHLY



MENU OF 30+ ALL-NATURAL MEALS

With our rotating menu of fresh prepared meals and meal launched every week, it's easy to find new faves every time you order.


Choose your meals now and save \$40 on your first two orders.

SAVE \$40

CARB-CONSCIOUS

Buffalo Chicken with Loaded Cauliflower


Enjoy this game-day fave without the guilt: our cheesy loaded mash is made with cauliflower.



HIGH IN PROTEIN

Steak Peppercorn


Add a touch of gourmet to dinner with our tender flat-iron steak topped with a creamy peppercorn sauce.



FLAVOR FULL

Sausage Baked Penne

Pasta night gets a full makeover: veggie-loaded pasta with sautéed zucchini, spinach, and sausage.




DON'T MISS OUT

Find your own favorites now.

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FRESHLY



Hi, there!

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Thanks!
Megan M.
Freshly Customer Care

FRESHLY



FEEL-GOOD FOOD DONE FOR YOU

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GET TO KNOW OUR MEALS

100% ALL-NATURAL

100% CERTIFIED GLUTEN-FREE

NO PRESERVATIVES

NO REFINED SUGARS

PORTION CONTROL DONE FOR YOU

DEVELOPED BY CHEFS & NUTRITIONISTS

CARB-CONSCIOUS, HIGH-PROTEIN, AND LOW-CAL OPTIONS

READY TO EAT CLEAN?

Spoiler alert: we highly recommend it. Here's \$40 off your first two orders so you can give it a shot for two weeks.

TRY NOW & SAVE \$40





FRESHLY



WHAT OUR CUSTOMERS THINK...

TAKE \$40 OFF YOUR FIRST TWO ORDERS

ABOUT OUR BENEFITS

"I have a long commute to work and don't feel like making dinner every night. I'm not a fan of fast food or takeout. Freshly tastes homemade and it's healthier for me, what's not to like?"

— DESIRAE W.

"The first week of meals sold me. The delivery is flawless. I live alone so it's a perfect solution for me, and I'm definitely recommending it to my parents next."

— JACKIE N.

"Freshly has changed our lives! With Freshly, we don't have to go anywhere or wait for delivery, and our monthly food bill has been cut nearly in half. We love it."

— DAVE B.

"You guys have figured it out. The food is delicious, nutritious, and your portion control is just right for one person."

— KYM B.

WHAT OUR CUSTOMERS THINK OF OUR FOOD



STEAK PEPPERCORN WITH FRENCH GREEN BEANS

"I can't believe the quality of this steak! This is a tried and true weekly dish for us."

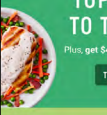
— BEN S.

SEE WHAT EVERYONE'S RAVING ABOUT

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FRESHLY



TOP 5 REASONS TO TRY FRESHLY


Plus, get \$40 off your first two orders now.

TRY FRESHLY & SAVE \$40

1

ZERO COOKING. SERIOUSLY.


No shopping, chopping, prepping, braising, roasting, stirring, boiling, or cleaning either.



2

AN HOUR BACK EVERY DAY.

Our meals take 3 minutes to heat. What're you going to do with the time you get back not having to worry about lunch or dinner?



3

GUILT-FREE COMFORT FOOD.

4

CHEAPER THAN TAKEOUT.

5

NO COMMITMENT.

OUR GOAL IS TO HELP MAKE YOUR LIFE EASIER, FULLER, FRESHER.

TRY NOW & SAVE \$40

*As compared to an average of the prices of popular meals from national chains.

SERIES OVERVIEW - WITHOUT OFFER

FRESHLY



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Most importantly: we put a lot of thought into crafting our **fresh, all-natural meals**, sourcing high-quality ingredients to make dishes that're both tasty and good for you.

We're ready to cook for you. *Are you ready to get an hour a day back?*

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CHOOSE MEALS

BEST-SELLING MEALS

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Build a menu you love or get started with some popular dishes below.

CARB-CONSCIOUS

Buffalo Chicken with Loaded Cauliflower

Enjoy this game-day fave without the guilt: our cheesy loaded mash is made with cauliflower.



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GET STARTED

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FRESHLY



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FRESHLY



WHAT OUR CUSTOMERS THINK...

ABOUT OUR BENEFITS

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WHAT OUR CUSTOMERS THINK OF OUR FOOD



STEAK PEPPERCORN WITH FRENCH GREEN BEANS

"I can't believe the quality of this steak! This is a tried and true weekly dish for us."

— BEN S.

TRY FRESHLY

FRESHLY



TOP 5 REASONS TO TRY FRESHLY

GET STARTED

1

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2

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CHEAPER THAN TAKEOUT.

Get a quality, nutritious meal cooked for you for less than you'd pay for takeout*. Win-win.



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Ready to try for yourself?

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EMAIL 1 (DAY 1) - LETTER FROM MIKE

WITH OFFER

SL: \$40 off your first two weeks of Freshly's prepared meals

PH: Here at Freshly, we want to make mealtime easy for you. Find out how.



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Plus, we'll deliver the meals of your choice right to your door every week. Don't worry—it's **easy to skip a week or cancel** if you need to, and shipping is always free.

Most importantly: we put a lot of thought into crafting our **fresh, all-natural meals**, sourcing high-quality ingredients to make dishes that're both tasty and good for you.

We're ready to cook for you. Are you ready to get an hour a day back? If so, redeem my special offer below for **\$40 off your first two orders**.

[TRY FRESHLY & SAVE \\$40](#)

Thanks for checking us out,
Michael Wystrach



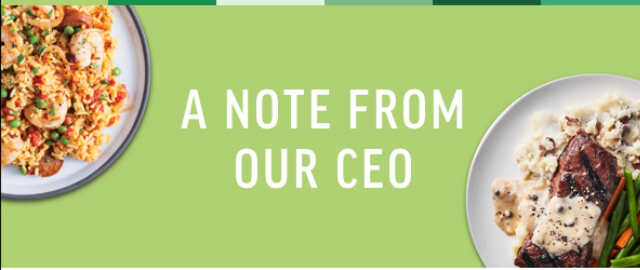

*As rated by an independent review company.

EMAIL 1 (DAY 1) - LETTER FROM MIKE

WITHOUT OFFER

SL: Inside scoop on Freshly's prepared meals

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EMAIL 2 (DAY 3) - MEAL FOCUS

WITH OFFER

SL: Can you guess Freshly's most popular meals?

PH: Get \$40 off your first 2 weeks of best-selling faves. Which one would YOU try first?



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With our rotating menu of fresh prepared meals and meal launched every week, it's easy to find new faves every time you order.


Choose your meals now and save \$40 on your first two orders.

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
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EMAIL 2 (DAY 3) - MEAL FOCUS

SL: Can you guess Freshly's most popular meals?

PH: Check out our fan faves.
Which one would YOU try first?

WITHOUT OFFER



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TRY FRESHLY

EMAIL 3 (DAY 6) - LETTER FROM MEGAN

WITH OFFER

SL: Megan from Freshly here! Want to reserve your spot?

PH: Since you didn't get a chance to order yet, I thought I'd say hi.



Hi, there!

I'm Megan, a member of Freshly's Customer Care team. I just wanted to let you know that our kitchen is almost full up! I'd love for you to get a chance to try out our fresh prepared meals so if you're interested, you should **pick a day that works for you before they're unavailable**.

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So reserve your delivery day now while there are days left, and make sure to use my offer below for **\$40 off your first two orders**. And feel free to respond if you have any questions at all.

TRY NOW & SAVE \$40

Thanks!
Megan M.
Freshly Customer Care

EMAIL 3 (DAY 6) - LETTER FROM MEGAN

WITHOUT OFFER

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[GET STARTED](#)

Thanks!
Megan M.
Freshly Customer Care

EMAIL 4 (DAY 10) - NUTRITIONAL FOCUS

WITH OFFER

SL: Check "nutritious eating" off your daily to-do list

PH: And save \$40 on our fresh, nutritious meals. Get to know our meals!



**FEEL-GOOD FOOD
DONE FOR YOU**

Eating **fresh, nutritious dishes** every day is now officially attainable. And also tasty. And also really, really fast. And affordable: Get \$40 off of your first two weeks of meals when you order now.

TRY NOW & SAVE \$40

GET TO KNOW OUR MEALS

- 100% ALL-NATURAL**
- 100% CERTIFIED GLUTEN-FREE**
- NO PRESERVATIVES**
- NO REFINED SUGARS**
- PORTION CONTROL DONE FOR YOU**
- DEVELOPED BY CHEFS & NUTRITIONISTS**
- CARB-CONSCIOUS, HIGH-PROTEIN,
AND LOW-CAL OPTIONS**

READY TO EAT CLEAN?

Spoiler alert: we highly recommend it. Here's \$40 off your first two orders so you can give it a shot for two weeks.

TRY NOW & SAVE \$40



EMAIL 4 (DAY 10) - NUTRITIONAL FOCUS

SL: Check "nutritious eating" off your daily to-do list

PH: Our nutritionists wrote that subject line. We let them have it.

WITHOUT OFFER



FRESHLY

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EMAIL 5 (DAY 15) - TESTIMONIALS

SL: What do people REALLY think about Freshly meals?

PH: Our customers have a lot to say. See why and save \$40 on your first two weeks.

WITH OFFER





TAKE
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OFF YOUR
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WHAT OUR
CUSTOMERS THINK...



ABOUT OUR BENEFITS

“

I have a long commute to work and don't feel like making dinner every night. I'm not a fan of fast food or takeout. Freshly tastes homemade and it's healthier for me, what's not to like?

— DESIRAE W.

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— JACKIE N.

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WHAT OUR CUSTOMERS
THINK OF OUR FOOD



STEAK PEPPERCORN
WITH FRENCH GREEN BEANS

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SEE WHAT EVERYONE'S RAVING ABOUT

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[TRY FRESHLY](#)



EMAIL 6 (DAY 21) - BENEFITS OF FRESHLY

SL: Top 5 reasons you need Freshly in your life

PH: Get \$40 off and find out the benefits of eating Freshly.

WITH OFFER





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THANK YOU