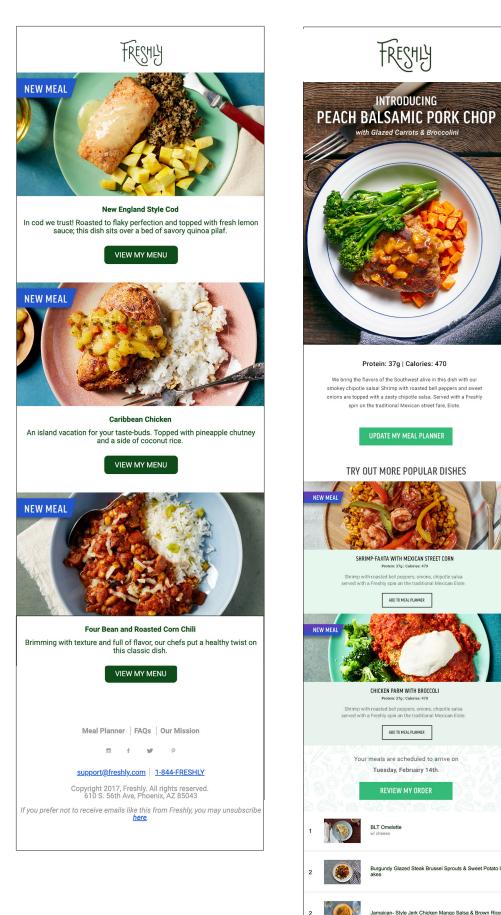
FRESHLY"

NEW MEAL EMAIL EVOLUTION

2016 - 2019

JULY 2016 DECEMBER 2016

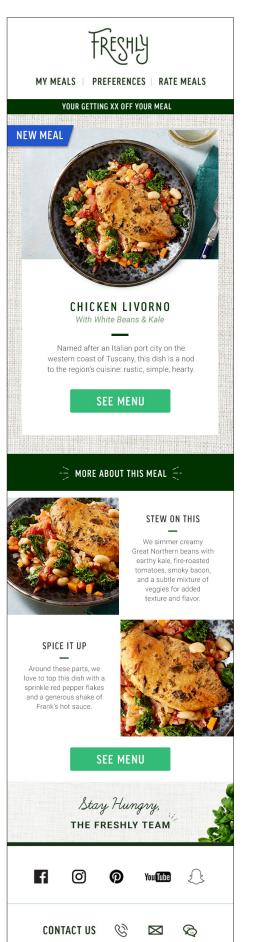


Iterations of new meal "strips" below hero image.

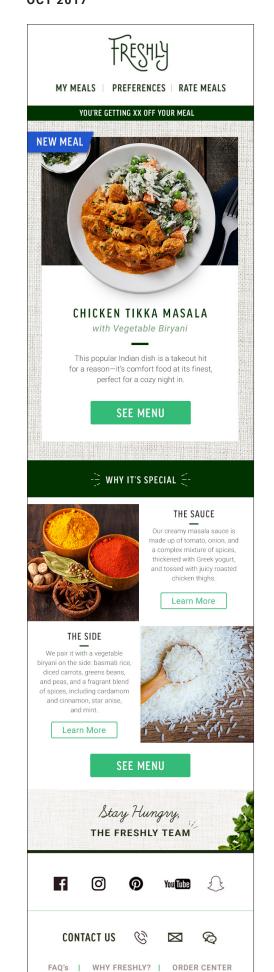


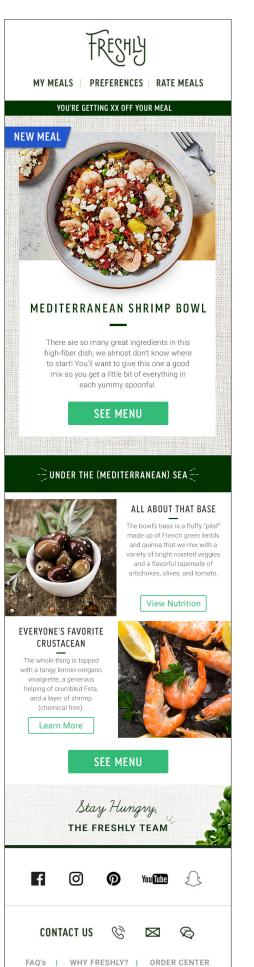


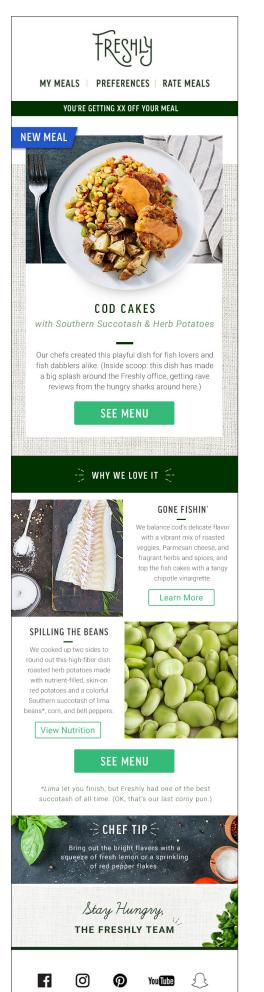
JULY 2017 OCT 2017 NOV 2017 NOV 2017 DEC 2017



FAQ's | WHY FRESHLY? | ORDER CENTER



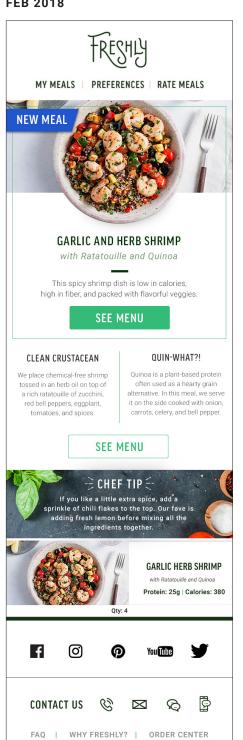


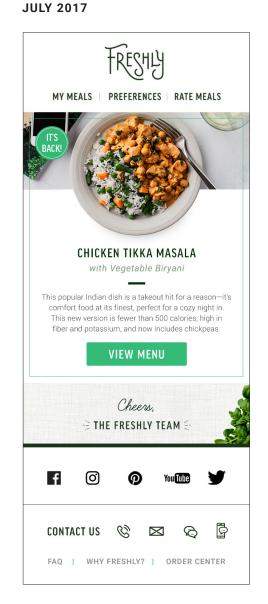


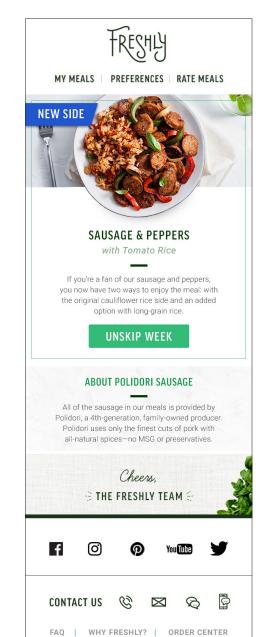


Note: Refresh 1 of new meal incorporates full meal image instead of strips of images. Bottom section highlights add ons, spices, ingredients, etc.

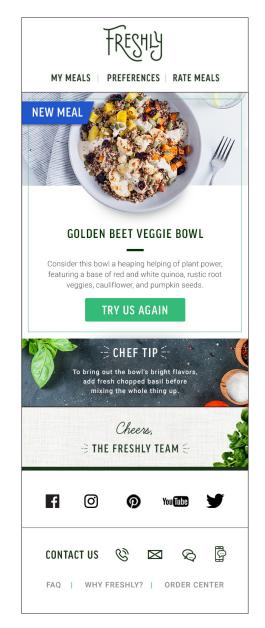
FEB 2018



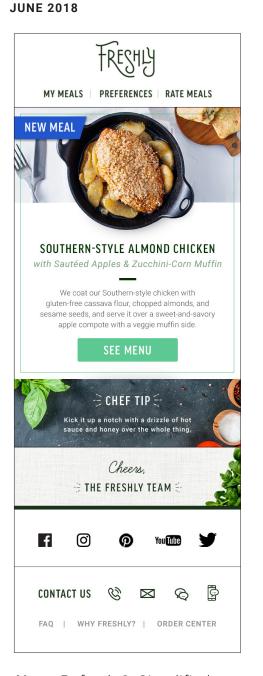




SEP 2017



MAY 2017



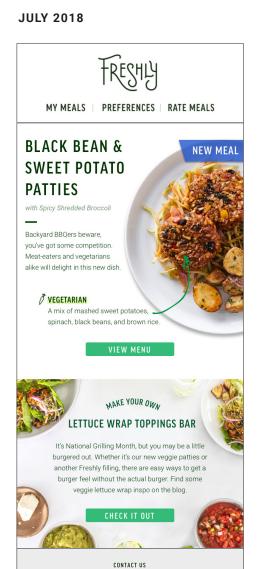
Note: Refresh 3: Simplified new meal email removes the bottom section of the "add-ons" with a Chef Tip replacement.

JULY 2018 JULY 2018 JULY 2018 . .









LET'S CONNECT



Note: Refresh 4: Lighter/white background to find stock photos to supplement non-existent photography

JULY 2018 JULY 2018 AUGUST 2018 OCTOBER 2018 NOVEMBER 2018

