



# Sales Material

Table of Contents

Sales Brochure

Double Sided Direct Mailer

Company Catalog

Social Media Campaign

Salad Sale Advertisement

# MEET OUR TEAM



Max Korn  
CEO



# OUR MISSION

Our goal is to provide a healthy alternative to school lunch that caters to all students' and staff dietary needs while promoting healthy nutritional values.

# CONTACT US

[lunchbx.ny@veinternational.org](mailto:lunchbx.ny@veinternational.org)

Call  
**516-364-5675**

# FOLLOW US



@lunchbx.ve



@lunchbx



@TheLunchBX



SCAN TO ACCESS OUR WEBSITE!



# VENDING MACHINE

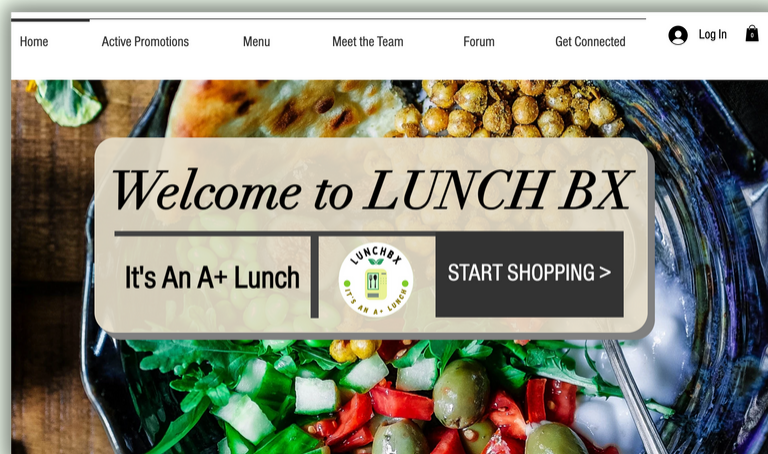
Our refrigerated vending machine provides students with convenient access to our products open before and after school



# DELIVERY SERVICE

Goodbye to Meal Prep and grocery shopping!

We offer a customizable delivery subscription service featuring all of our menu items and more



## MENU

### BREAKFAST

Egg Bites	\$2.99
Overnight Oats	\$4.39
Yogurt	\$4.49

### LUNCH

Chicken Caesar Wrap	\$6.49
Veggie Sandwich	\$6.49
Pesto Sandwich	\$6.49
Greek Salad	\$7.99
Southwest Salad	\$7.99
Mediterranean Bowl	\$7.49
Mexican Bowl	\$7.49
Pesto Pasta	\$6.49

### SNACKS

Chocolate Protein Smoothie	\$7.49
Vanilla Protein Smoothie	\$7.49
Strawberry Banana Protein Smoothie	\$7.49
Fruit Cup	\$4.39
Granola Bar	\$2.99
Savory Snack Box	\$3.25



## BOX OPTIONS:

The A+ Box: \$99.99

- 5 breakfasts, 5 lunches, 10 snacks

The Scholar Box: \$59.99

- 3 breakfasts, 3 lunches, 5 snacks

The Honors Box: \$39.99

- 2 breakfasts, 2 lunches, 3 snacks

**DELIVERED FRESH TO  
YOUR DOOR STEP  
EACH WEEK**



# \$25 OFF

**YOUR NEXT PURCHASE OF \$99**

**USE CODE: 25OFF**

Valid Until: January 1st 2022

**SCAN TO VISIT OUR WEBSITE!**



# LET LUNCH BX PREP MEALS FOR YOU!

**THE HONORS BOX**  
2 BREAKFASTS  
2 LUNCHES  
3 SNACKS

**\$39.00**

**THE A+ BOX**  
5 BREAKFASTS  
5 LUNCHES  
10 SNACKS

**\$99.00**

**THE SCHOLAR BOX**  
2 BREAKFASTS  
3 LUNCHES  
5 SNACKS

**\$59.00**

**ALL ORDERS ARE DELIVERED FRESH TO YOUR  
DOOR EACH WEEK!**





# **Social Media Campaign**

# Campaign Overview

The *Product Spotlight* campaign is designed to bring awareness to our brand and provide consumers with a detailed overview of the products we offer. We plan to achieve this with Instagram posts highlighting new products weekly accompanied by real reviews from our employees on their favorite items

## Objectives

Increase social media  
followers by 15%

Increase brand awareness  
by 50%

Increase purchases by 25%

# Sample Posts



*"The Mexican Bowl is becoming one of my top picks this month! The fresh avocado mixed with the rice and beans is perfect for whenever I'm hungry and want a quick bite. I would recommend this bowl any day of the week."*  
- Kevin Hargrave

*"I love the Mexican Bowl because it allows me to enjoy a variety of flavors from different cuisines, and if I am hungry and in need of a nutritious meal, I know I can rely on a delicious bowl!"*  
- Max Korn





# Sample Posts



*"Hi! My name is Sam Swerdloff. My favorite item from LunchBX is the pesto pasta. Usually, pesto pasta is extremely oily. The pesto sauce on the pasta is perfect and it is the perfect portion for lunch."*

*- Sam Swerdloff*

*"The pesto pasta has always been my top choice. The Fresh basil with the pasta is a great combination. Whenever I crave a hearty meal I always opt for the Pesto Pasta. If anyone wants a goof meal that also tastes great, would say go for the Pesto Pasta!"*

*- Jack LaBianca*



# Evaluation and Next Steps

The campaign will run from December to March.

During the campaign our team will evaluate engagement and track if we are on target to hit our goals.

We will be editing the campaign as we see fit during the duration.

The social media team will track consumer questions and comments on social media posts to gain feedback.

Depending on the success of the campaign, the team will decide if it will extend into the Spring months.

# Thank You!





# LUNCH BX CATALOG

A Healthy School Lunch  
Alternative



<b>WELCOME</b>	<b>3</b>
<b>MEET OUR TEAM</b>	<b>4</b>
<b>OUR PRODUCTS</b>	<b>5-7</b>
<b>ONLINE SERVICE</b>	<b>8</b>
<b>WEBSITE</b>	<b>9</b>
<b>THE A+ LUNCH SPECIAL</b>	<b>10</b>
<b>MEAL CATAGORIES</b>	<b>11</b>
<b>VENDING MACHINE</b>	<b>12</b>
<b>CONTACT US</b>	<b>13</b>



# Welcome To LunchBx

**OUR MISSION IS TO PROVIDE A HEALTHY ALTERNATIVE TO SCHOOL LUNCH THAT CATERS TO ALL STUDENTS' AND STAFF DIETARY NEEDS WHILE EDUCATING THEM ABOUT NUTRITION. WE WILL DO THIS BY PUTTING REFRIGERATED VENDING MACHINES IN SCHOOLS TO OFFER ITEMS FOR BUSY, ON THE GO STUDENTS. WE ALSO HAVE A WEEKLY MEAL DELIVERY SERVICE TO TAKE THE HEADACHE OUT OF MEAL PREP AND GROCERY SHOPPING.**

MEET OUR TEAM



**Max Korn**  
CEO



**Julia Asaad**  
COO



**Sophie Bravo**  
CFO



**Aaron Johnson**  
CSO (Sales)



**Jack LaBianca**  
CMO



**Sam Swerdloff**  
CHRO



**Kevin Hargrave**  
CTO



**Brittany Shi**  
CSO (Sustainability)



**Rishabh Mehta**  
Accounting Manager



**Omar Ghouri**  
Sales Manager



**Emily Chite**  
PR Director



**Abigail Cheung**  
Office Manager/HR



**Reese Schwabish**  
Web Designer



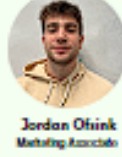
**Jessica Kaplan**  
Legal Consultant



**Timothy Win**  
Accounting Manager



**Natalie Rumora**  
Sales Manager



**Jordan Ofink**  
Marketing Associate



**Jadon Chung**  
Marketing Associate



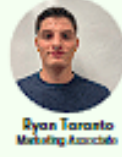
**Mikey Gaeta**  
Branding Manager



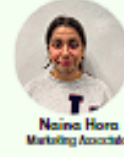
**Rocco Davis**  
Social Media Manager



**Ryan Wolk**  
Strategy Manager



**Ryan Toronto**  
Marketing Associate



**Naina Hora**  
Marketing Associate



**Tamryn Etoos**  
Social Media Manager



### Overnight Oats

Banana, Milk, Chia, Hemp, Ground Flax, Oats, Vanilla, Maple Syrup, Nut Butter (Optional)



PRICE: \$7.49



### Yogurt

Granola, Chia, Hemp Honey (Nut Butter)



PRICE: \$6.49



### Fruit Cup

Cantaloupe, Grapes, Strawberries



PRICE: \$4.39



### Protein Smoothie

Chocolate, Vanilla, Strawberry



PRICE: \$6.49





### Greek Salad

Romaine Lettuce, Onion, Cucumbers, Olives, Feta Cheese, Peppers with Lemon Vinaigrette

PRICE: \$7.99



### Mexican Bowl

Cauliflower Rice, Beans, Peppers and Onions, Avocado, Cotija Cheese, Cilantro Sauce

PRICE: \$7.49



### Southwest Salad

Iceberg Lettuce, Roasted Corn, Black Beans, Red Peppers, Crispy Shallots, Avocado with Low Fat Dressing (GF, V)

PRICE: \$7.99



### Mediterranean Bowl

Falafel, Hummus, Onions, Tomatoes, Squeeze of Lemon Juice, Quinoa Sauce, Red Wine Vinegar Vinaigrette

PRICE: \$7.49



### Chicken Caesar Wrap

Whole Wheat Wrap with Grilled Chicken, Parmesan Cheese, Romaine Lettuce, and Caesar Dressing

PRICE: \$6.49



### Veggie Sandwich

Seeded Bread, White Bean Puree- Cannellini Beans, Olive Oil, Garlic, Lemon Juice, Capers, Black Pepper, Toppings, Butter Lettuce, Heirloom Tomatoes, Avocado, Salt Pepper, Basil, Paprika, Hemp Seed, Purple Cabbage

PRICE: \$6.49



OUR PRODUCTS



### Pesto Sandwich

Pesto, Mozzarella, Tomatoes

PRICE: \$6.49



### Pesto Pasta

Fusilli, Avocado Pesto, Parmesan Cheese

PRICE: \$6.49



### Savory Snack Box

Hummus, Carrots, Pita, Cucumbers

PRICE: \$3.35



### Egg Bites

Egg, Cheese, Cilantro, Tomatoes

PRICE: \$2.99



### Granola Bar

Rolled Oats, Maple Syrup, Almonds, Walnuts

PRICE: \$2.99



OUR PRODUCTS

# THE HONORS BOX

\$39.99



- 2 BREAKFASTS
- 2 LUNCHES
- 3 SNACKS

# THE SCHOLAR BOX

\$59.99



- 3 BREAKFASTS
- 3 LUNCHES
- 5 SNACKS

# THE A+ LUNCH

\$99.99



- 5 BREAKFASTS
- 5 LUNCHES
- 10 SNACKS

# CREATE YOUR OWN



CUSTOMIZE WHICH MEALS YOU GET, AND HOW MUCH YOU WANT.

BOX THAT ALLOWS THE LARGEST AMOUNT OF



LUNCHBX OFFERS AND ONLINE SHIPPING SERVICE WHERE STUDENTS CAN PAY FOR WEEKLY BOXES FOR SCHOOL LUNCH CUSTOMIZED TO THEIR LIKING. OUR MOST POPULAR BOX IS THE A+ LUNCH YEARLY SUBSCRIPTION!

DELIVERY SERVICE

VISIT OUR WEBSITE:  
WWW.LUNCHBXVE.WIXSITE.COM/LUNCHBX TO  
LEARN MORE!

WEBSITE



OUR WEBSITE OFFERS INFORMATION ALL ABOUT  
LUNCHBX AND THE PRODUCTS, DEALS, AND  
SERVICES WE OFFER!

# THE A+ LUNCH YEARLY SUBSCRIPTION \$4600

**4 A+ LUNCH BOXES THAT EACH INCLUDE:**

- 5 Breakfasts
- 5 Lunches
- 10 Snacks

**SIGN UP TODAY AND RECIEVE :**



**A LUNCHBX  
LUNCHBOX**



**A LUNCHBX  
THERMOS**



**ACCESS TO RECIPES  
AND A VIRTUAL  
DIETICIAN THROUGH  
OUR WEBSITE**

Visit our website for more information.  
<https://lunchbxve.wixsite.com/lunch-bx>

# MENU

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Savory Snack Box	\$3.25

**Interested in having our vending machine in your school? Email our sales department for more information. Contracts starting as low as \$5,000**



# PLEASE CONTACT US FOR ANY ADDITIONAL INFORMATION

## ADDRESS

70 Southwoods Road  
Syosset, NY 11791

## PHONE

516 - 364 - 5675

## EMAIL

[lunchbx.ny@veinternational.org](mailto:lunchbx.ny@veinternational.org)

## WEBSITE

[Lunchbxve.wixsite.com](http://Lunchbxve.wixsite.com)

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## SOCIAL

 [@lunchbx.ve](https://www.instagram.com/lunchbx.ve)

 [@thelunchbx](https://www.tiktok.com/@thelunchbx)







# Lunch BX

## Salad Sale



**15% OFF**  
**ALL SALADS**  
**ORDER NOW !**  
**12/15-12/22**

