

Off The Shelf: Building a Meal Prep Program



Jimmy Olang
Chief Operating Officer
24 Carrots Catering & Crafted Culinary Concepts

CRAFTED

Concept

Target Market

Nutritional Program / Software

Labeling System

Packaging

Meal Costing & Discounts

Menu Format

Delivery

Partnerships



WHY?

To add an additional revenue stream

Absorbed into the current overhead. This is also how we can make these meals a bit more affordable than competition.

We wanted to find something that would increase revenue in the first quarter. New Year Resolutions.

Provide clients with access to affordable, healthy meals

Watercooler
FOR OFFICE SOLUTIONS AT YOUR COMPANY

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Concept

Locally established company providing healthy meals

Fresh high quality meals made to order for any diet

Offer better quality meals along with more menu options at a reduced cost in comparison to other local companies

Target Market

Busy on the go business professionals

Busy households that don't always have time to cook

Fitness Industry

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Online Nutrition and Recipe Analysis for Restaurants, Hospitality and the Foodservice Industry

MenuCalc is an easy, flexible, online software to help you create accurate, up-to-date, FDA-approved nutrition analysis of your recipes and menus. It's fast and flexible for any size team. Prefer to have a Registered Dietitian do the work for you? Learn more about our expert [experienced consulting services](#).

[TRY MENU CALC TODAY](#)

Are you a Food Manufacturer? LabelCalc is designed just for you!

[Go To LabelCalc.com](#)

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Welcome to MenuCalc® | Recipe Analysis Dashboard

Welcome back Jimmy

24 Carrots Catering



Create a New Recipe



My Working Recipe



My Recipe Library



My Prep Recipe Library



My Ingredient Library



My Toolbox



My Account / Upgrade

Last viewed/working recipe:

Recipe Name	Created	Last Modified	Status	Recipe Step
Green Juice	02/03/20	02/03/20	Complete	Done

Recently modified recipes:

Recipe Name	Last Modified	Status

Did you know?

You can create an exact duplicate copy of your recipe with just one click! [Find out more](#)





















































Your Account Summary

- Last Log In: 02/11/20
- Member Since: 01/24/19
- Next Recipes Available: 02/23/20

Your Recipe Summary

- Recipes Available: Unlimited
- Recipes Used: 3
- Total Account Recipes: **778**
- Your Total Recipes: 0
 - Completed Recipes: 0
 - Incomplete Recipes: 0

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Recipe Name	Created	Modified	Status	Duplicate Recipe	Delete	<input type="checkbox"/> Download
 Achiote Grilled Chicken Breast 4oz	02/06/19	02/06/19	Complete		<input type="checkbox"/>	<input type="checkbox"/>
 Achiote Grilled Chicken Breast 4oz Fajita Vegetables and Cilantro Lime Brown Rice	02/06/19	02/06/19	Complete		<input type="checkbox"/>	<input type="checkbox"/>
 Achiote Grilled Chicken Breast 4oz with Fajita Vegetables	02/11/19	02/11/19	Complete		<input type="checkbox"/>	<input type="checkbox"/>
 Achiote Grilled Chicken Breast 6oz	02/06/19	02/06/19	Complete		<input type="checkbox"/>	<input type="checkbox"/>
 Achiote Grilled Chicken Breast 6oz Fajita Style Vegetables and Cilantro Lime Brown Rice	02/06/19	02/06/19	Complete		<input type="checkbox"/>	<input type="checkbox"/>
 Achiote Grilled Chicken Breast 6oz with Fajita Vegetables	02/11/19	02/11/19	Complete		<input type="checkbox"/>	<input type="checkbox"/>
 Achiote Grilled Chicken Breast 8oz	02/06/19	02/06/19	Complete		<input type="checkbox"/>	<input type="checkbox"/>
 Achiote Grilled Chicken Breast 8oz with Fajita Style Vegetables and Cilantro Lime Brown Rice	02/06/19	02/06/19	Complete		<input type="checkbox"/>	<input type="checkbox"/>
 Achiote Grilled Chicken Breast 8oz with Fajita Vegetables	02/11/19	02/11/19	Complete		<input type="checkbox"/>	<input type="checkbox"/>
 Achiote Rice	04/17/19	04/17/19	Complete		<input type="checkbox"/>	<input type="checkbox"/>
 Ahi Slaw	05/13/19	05/13/19	Complete		<input type="checkbox"/>	<input type="checkbox"/>
 Al Pastor Marinade	09/04/19	09/04/19	Complete		<input type="checkbox"/>	<input type="checkbox"/>
 Arroz Con Pollo	07/24/19	07/24/19	Complete		<input type="checkbox"/>	<input type="checkbox"/>
 Arroz Con Pollo 4oz with Cauliflower Rice	07/24/19	07/26/19	Complete		<input type="checkbox"/>	<input type="checkbox"/>
 Arroz Con Pollo 4oz with Steamed White Rice	07/24/19	07/26/19	Complete		<input type="checkbox"/>	<input type="checkbox"/>
 Arroz Con Pollo 6oz with Cauliflower Rice	07/24/19	07/26/19	Complete		<input type="checkbox"/>	<input type="checkbox"/>
 Arroz Con Pollo 6oz with Steamed White Rice	07/24/19	07/26/19	Complete		<input type="checkbox"/>	<input type="checkbox"/>
 Arroz Con Pollo 8oz with Cauliflower Rice	07/24/19	07/26/19	Complete		<input type="checkbox"/>	<input type="checkbox"/>
 Arroz Con Pollo 8oz with Steamed White Rice	07/24/19	07/26/19	Complete		<input type="checkbox"/>	<input type="checkbox"/>
 Asparagus & Goat Cheese Frittata (Egg Whites) and Seasonal Fruit Salad	07/31/19	07/31/19	Complete		<input type="checkbox"/>	<input type="checkbox"/>
 Asparagus & Goat Cheese Frittata (Whole Egg) with Seasonal Fruit Salad	07/30/19	07/31/19	Complete		<input type="checkbox"/>	<input type="checkbox"/>
 Avocado Blueberry Pancakes	06/06/19	06/06/19	Complete		<input type="checkbox"/>	<input type="checkbox"/>
 Avocado Blueberry Pancakes with Seasonal Fruit and Agave	06/06/19	06/06/19	Complete		<input type="checkbox"/>	<input type="checkbox"/>
 Avocado Tomatillo Salsa	08/07/19	08/07/19	Complete		<input type="checkbox"/>	<input type="checkbox"/>
 Baby Spinach & Berry Salad with Citrus Vinaigrette	08/22/19	08/22/19	Complete		<input type="checkbox"/>	<input type="checkbox"/>
 Baharat Spice Mix	06/27/19	06/27/19	Complete		<input type="checkbox"/>	<input type="checkbox"/>



Select Nutrients

Ingredients

Portion Size/Results

Qualifying Claims

Summary Report

Ingredients Report

Recipe Ingredients

Add New Ingredient

Type the name of your ingredient **or** the ingredient REF# in the box below and click **search** to find your ingredient:

Search

Total Weight: **2002.3 g**

Your Recipe Ingredients

Ingredient Name	Quantity	Fraction	Units	Nutrient Comparisons	Remove
Bread Flour	<input type="text" value="375"/>	<input type="text" value="0"/> ▾	<input type="text" value="Gram (g)"/> ▾	<input type="text" value="Calories --- 1375.00"/> ▾	<input type="checkbox"/>
AP Flour	<input type="text" value="375"/>	<input type="text" value="0"/> ▾	<input type="text" value="Gram (g)"/> ▾	<input type="text" value="Calories --- 1360.65"/> ▾	<input type="checkbox"/>
Sugars, granulated REF# 19335	<input type="text" value="110"/>	<input type="text" value="0"/> ▾	<input type="text" value="Gram (g)"/> ▾	<input type="text" value="Calories --- 425.70"/> ▾	<input type="checkbox"/>
Sea Salt, Fine, MORTON REF# 900123	<input type="text" value="32"/>	<input type="text" value="0"/> ▾	<input type="text" value="Gram (g)"/> ▾	<input type="text" value="Calories --- 0.00"/> ▾	<input type="checkbox"/>
Swiss Whole Milk	<input type="text" value="400"/>	<input type="text" value="0"/> ▾	<input type="text" value="Gram (g)"/> ▾	<input type="text" value="Calories --- 266.67"/> ▾	<input type="checkbox"/>
Leavening agents, yeast, baker's, active dry REF# 18375	<input type="text" value="20"/>	<input type="text" value="0"/> ▾	<input type="text" value="Gram (g)"/> ▾	<input type="text" value="Calories --- 65.00"/> ▾	<input type="checkbox"/>
Butter, without salt REF# 01145	<input type="text" value="1"/>	<input type="text" value="1/8"/> ▾	<input type="text" value="Pound (lb)"/> ▾	<input type="text" value="Calories --- 3658.85"/> ▾	<input type="checkbox"/>
Valrhona Satilia Noire 62%	<input type="text" value="180"/>	<input type="text" value="0"/> ▾	<input type="text" value="Gram (g)"/> ▾	<input type="text" value="Calories --- 840.00"/> ▾	<input type="checkbox"/>

Update Measures

Remove

- Select Nutrients
- Ingredients
- Portion Size/Results
- Qualifying Claims
- Summary Report
- Ingredients Report

Portion Size and Results ?

Total Weight of added ingredients expressed as gram: **2002.3** Gram

ENTER WEIGHT LOSS

Enter Portion Sizing

Total weight of ingredients after cooking: **2002.3 g**

Please enter your Portion Size or Number of Servings for this Recipe:

Portion Size: Grams v

Number of Servings:

Update

167 Grams Calculated

YOUR NUTRITION VALUES RESULTS

Show values after cooking and unrounded values

Nutrient Name	Unit	Values established from your Portion Size (167 Grams)	
		FDA Rounding	Daily Value %
Calories		670	
Calories from Fat		360	
Total Fat	g	41	63%
Saturated Fat	g	26	130%
Trans Fat	g	0 *	
Cholesterol	mg	95	32%
Sodium	mg	1070	45%
Carbohydrates	g	67	22%
Dietary Fiber	g	4	16%
Sugars	g	17	
Protein	g	11	
Vitamin A	IU		25%
Vitamin C	mg		0%
Calcium	mg		4%
Iron	mg		6%



Date Code Genie

- Dual Thermal Printer
- No additional ink cost
- \$.01 to \$.02 per label
- Once data is inputted printing is quick and easy

Nutrition Facts

Serving Size 167 Gram(s)

Amount Per Serving

Calories 670 Calories from Fat 360

% Daily Value*

Total Fat 41g **63%**

Saturated Fat 26g **130%**

Trans Fat 0g

Cholesterol 95mg **32%**

Sodium 1070mg **45%**

Total Carbohydrates 67g **22%**

Dietary Fiber 4g **16%**

Sugars 17g

Protein 11g

Vitamin A 25%

• Vitamin C 0%

Calcium 4%

• Iron 6%

* Percent Daily Values are based on a 2,000 calorie diet.
Your daily values may be higher or lower depending on your calorie needs:

		Calories:	2,000	2,500
Total Fat	Less than		65g	80g
Sat Fat	Less than		20g	25g
Cholesterol	Less than		300mg	300mg
Sodium	Less than		2,400g	2,400g
Total Carbohydrate			300g	375g
Dietary Fiber			25g	30g

Calories per gram:

Fat 9 • Carbohydrates 4 • Protein 4



DCG X Series

For kitchens that use both grab & go and food prep labels consistently.

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2oz Solo
Cup

- All sauces and dressing



28oz
Versataine
r
Cube
CR-927

- All meals with the exception of salads and soups
- Unit cost with lid \$.35



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shopify

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February Menu

View All

Beef

Chicken

Turkey

Snack

Seafood

Soup

Vegetarian

Breakfast



Broccoli Beef

With Steamed Jasmine Rice

\$11



Santa Maria Smoked Tri-Tip

With Herb Roasted Red Potatoes
+ Steamed Broccoli

\$11



Italian Beef Pot Roast

With Herb Roasted Red Potatoes
+ Steamed Broccoli

\$11



Beef Barbacoa Bowl

With Spanish Brown Rice

\$11

CRAFTED

Crafted for your lifestyle.

Monthly menus. 2 delivery days. No commitment.

1

Pick your favorites!

Choose 3 delicious meals to get started.
(\$30 order minimum)

2

Take advantage of savings

Add additional meals to take advantage of our discounts.
More meals = more savings.

3

Choose how to receive your meals

Select local delivery or free pickup for our Costa Mesa kitchen, and select gyms.

4

Select your delivery date

Meals can be delivered Monday & Thursday between 9am and 2pm.

6 - 9
meals

10% off order

(snacks not included)



10+
meals

15% off order

(snacks not included)

Santa Maria Smoked Tri-Tip gf

With Herb Roasted Red Potatoes + Steamed Broccoli

\$11

Ingredients ∨

Upgrade Protein

4 oz. included
6 oz. (+\$1)
8 oz. (+\$2)

Herb Roasted Red Potatoes + ∨
--

Quantity

-	1	+
---	---	---

Add to cart

Santa Maria Smoked Tri-Tip gf

With Herb Roasted Red Potatoes + Steamed Broccoli

\$11

Ingredients ∨

Upgrade Protein

4 oz. included ∨

Side Options

Herb Roasted Red Potatoes + Steamed Broccoli
Steamed Broccoli Only

Quantity

-	1	+
---	---	---

Add to cart

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Santa Maria Smoked Tri-Tip with Steamed Broccoli and Herb Roasted Red Potatoes

4oz Tri-Tip, 4oz steamed broccoli and 4oz roasted potatoes
\$11.00 per meal - \$1.62 food cost per meal

- \$.85 container cost with custom logo sleeve and label per meal
- \$1.87 custom logo craft box (hold up to 6 meals)
- Three meal minimum order
- \$3.09 total cost per meal with packaging and craft logo box (three meals) 72% margin
- \$2.93 total cost per meal with packaging and craft logo box (four meals) 73% margin
- \$2.84 total cost per meal with packaging and craft logo box (five meals) 74% margin
- \$2.78 total cost per meal with packaging and craft logo box (six meals) 72% margin.
Margin drops due to 10% discount applied for all orders of 6 to 9 meals

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Menu Format Old & New

- Previously we ran a new menu weekly with 6 entrées , 2 breakfast and 2 snacks. Currently we are running one menu monthly with 25 entrées, 5 snacks and 5 breakfast.

Delivery Options & Cost

- We offer three options for pick up or delivery. Customers can will call their orders directly from the main kitchen. If they are a member of one of our partner facilities we will drop off the meal at no cost to them. Direct home delivery is also an option, we have three fees depending on your location. We charge \$10, \$15 and \$20.

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Local Gym and Company Partnerships



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