Off The Shelf: Building a Meal Prep Program



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

Concept

Target Market

Nutritional Program / Software

Labeling System

Packaging

Meal Costing & Discounts

Menu Format

Delivery

Partnerships



MHAŠ

To add an additional revenue stream

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

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		



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.

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Home New Recipe

Working Recipe

My Recipe Library

My Prep Library

My Ingredients Library

My Toolbox

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 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!

 Your Account Summary
 02/11/20

 o Last Log In:
 02/11/20

 o Member Since:
 01/24/19

 o 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

My Toolbox

$0\text{-}9\ \underline{A}\ \underline{B}\ \underline{C}\ \underline{D}\ \underline{E}\ \underline{F}\ \underline{G}\ \underline{H}\ \underline{I}\ \underline{J}\ \underline{K}\ \underline{L}\ \underline{M}\ \underline{N}\ \underline{O}\ \underline{P}\ \underline{Q}\ \underline{R}\ \underline{S}\ \underline{T}\ \underline{U}\ \underline{V}\ \underline{W}\ \underline{X}\ \underline{Y}\ \underline{Z}\ \underline{All}$

739 Recipes Found

Recipe Name	Created	Modified	Status	Duplicate Recipe	Delete	☐ Download
Achiote Grilled Chicken Breast 4oz	02/06/19	02/06/19	Complete			
Achiote Grilled Chicken Breast 4oz Fajita Vegetables and Cilantro Lim Brown Rice	<u>e</u> 02/06/19	02/06/19	Complete	=		
Achiote Grilled Chicken Breast 4oz with Fajita Vegetables	02/11/19	02/11/19	Complete			
Achiote Grilled Chicken Breast 6oz	02/06/19	02/06/19	Complete	■•3		
Achiote Grilled Chicken Breast 6oz Fajita Style Vegetables and Cilanti Lime Brown Rice	02/06/19	02/06/19	Complete			
Achiote Grilled Chicken Breast 6oz with Fajita Vegetables	02/11/19	02/11/19	Complete	■•3		
Achiote Grilled Chicken Breast 8oz	02/06/19	02/06/19	Complete	■•3		
Achiote Grilled Chicken Breast 8oz with Fajita Style Vegetables and Cilantro Lime Brown Rice	02/06/19	02/06/19	Complete	•		
Achiote Grilled Chicken Breast 8oz with Fajita Vegetables	02/11/19	02/11/19	Complete	=		
Achiote Rice	04/17/19	04/17/19	Complete	■•3		
Ahi Slaw	05/13/19	05/13/19	Complete	=		
Al Pastor Marinade	09/04/19	09/04/19	Complete	■•3		
Arroz Con Pollo	07/24/19	07/24/19	Complete	■•3		
Arroz Con Pollo 4oz with Cauliflower Rice	07/24/19	07/26/19	Complete	■•3		
Arroz Con Pollo 4oz with Steamed White Rice	07/24/19	07/26/19	Complete	=		
Arroz Con Pollo 6oz with Cauliflower Rice	07/24/19	07/26/19	Complete	■•3		
Arroz Con Pollo 6oz with Steamed White Rice	07/24/19	07/26/19	Complete			
Arroz Con Pollo 8oz with Cauliflower Rice	07/24/19	07/26/19	Complete	■•3		
Arroz Con Pollo 8oz with Steamed White Rice	07/24/19	07/26/19	Complete			
Asparagus & Goat Cheese Fritatta (Egg Whites) and Seasonal Fruit Salad	07/31/19	07/31/19	Complete	=		
Asparagus & Goat Cheese Fritatta (Whole Egg) with Seasonal Fruit Salad	07/30/19	07/31/19	Complete			
Avocado Blueberry Pancakes	06/06/19	06/06/19	Complete	=		
Avocado Blueberry Pancakes with Seasonal Fruit and Agave	06/06/19	06/06/19	Complete			
Avocado Tomatillo Salsa	08/07/19	08/07/19	Complete			
Baby Spinach & Berry Salad with Citrus Vinaigrette	08/22/19	08/22/19	Complete			
Baharat Spice Mix	06/27/19	06/27/19	Complete			
_ B 10 10 <u>4</u>	00/07/40	00/07/40	· · ·			

Recipe Name: Blue Bottle - Pain au Chocolate Edit **Qualifying Claims** Ingredients Report **Select Nutrients** Ingredients Portion Size/Results **Summary 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 375 0 Gram (g) Calories --- 1375.00 AP Flour 375 0 Gram (g) Calories --- 1360.65 Sugars, granulated 110 0 Calories --- 425.70 REF# 19335 Gram (g) Sea Salt, Fine, MORTON 32 0 REF# 900123 Gram (g) Calories --- 0.00 Swiss Whole Milk 400 0 Gram (g) Calories --- 266.67 \checkmark Leavening agents, yeast, baker's, active dry 20 0 Calories --- 65.00 REF# 18375 Gram (g) Butter, without salt 1/8 REF# 01145 Pound (lb) Calories --- 3658.85 Valrhona Satilia Noire 62% 180 0 Calories --- 840.00 Gram (g)

Update Measures

Remove

Recipe Name: Blue Bottle - Pain au Chocolate Edit **Portion Size/Results Qualifying Claims Summary Report Ingredients Report Select Nutrients** Ingredients Portion Size and Results @ Total Weight of added ingredients expressed as gram: 2002.3 Gram ENTER WEIGHT LOSS Total weight of ingredients after cooking: 2002.3 g **Enter Portion Sizing** Please enter your Portion Size or Number of Servings for this Recipe: O Portion Size: Grams ∨ Number of Servings: |12| Update 167 Grams Calculated YOUR NUTRITION VALUES RESULTS ☐ Show values after cooking and unrounded values Values established from your Portion Size (167 Grams) **Nutrient Name** Unit **FDA Rounding** Daily Value % Calories 670 Calories from Fat 360 Total Fat 41 63% g Saturated Fat 130% g 26 Trans Fat 0 ' g Cholesterol 95 32% mg Sodium 1070 45% mg Carbohydrates 67 22%

4

17

11

16%

25%

0%

4%

6%

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Dietary Fiber

Sugars

Protein

Vitamin A

Vitamin C

Calcium

Iron

g

g

g

g

IU

mg

mg

mg

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		Calori	es from Fat 360		
			% Daily Value*		
Total Fat 41g			63 %		
Saturated Fa	t 26g		130%		
Trans Fat 0g					
Cholesterol 9	5mg		32%		
Sodium 1070r	ng		45%		
Total Carbohy	drates 67	7 g	22%		
Dietary Fiber	4g		16%		
Sugars 17g					
Protein 11g					
- I o lo li li li g					
Vitamin A 25%	•	Vitamin C	0%		
Calcium 4%	•	Iron 6%			
* Percent Daily Val	ues are base	ed on a 2,000	calorie diet.		
Your daily values n	nay be highe	r or lower dep	pending on your		
	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	<u> </u>	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.

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





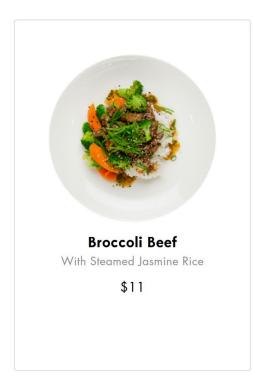


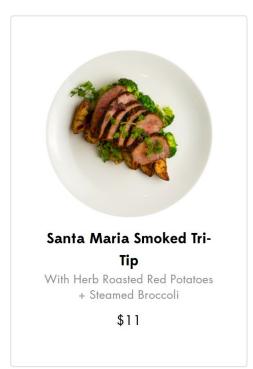


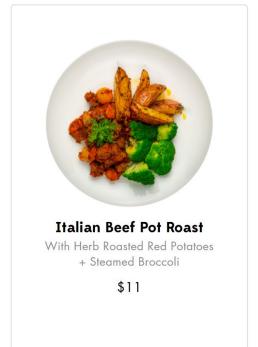


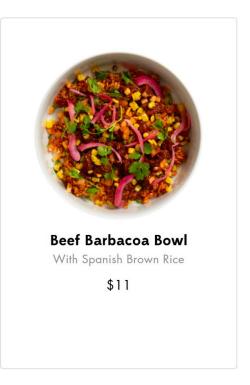
February Menu

View All Beef Chicken Turkey Snack Seafood Soup Vegetarian Breakfast









Crafted for your lifestyle.

Monthly menus. 2 delivery days. No commitment.



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.



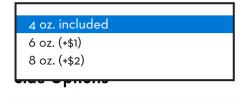
Santa Maria Smoked Tri-Tip

With Herb Roasted Red Potatoes + Steamed Broccoli

\$11

Ingredients

Upgrade Protein



Herb Roasted Red Potatoes + ✓

Quantity



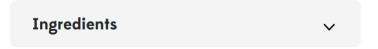
Add to cart

CRAFTED

Santa Maria Smoked Tri-Tip 📧

With Herb Roasted Red Potatoes + Steamed Broccoli

\$11



Upgrade Protein



Side Options

Herb Roasted Red Potatoes + Steamed Broccoli Steamed Broccoli Only

Quantity



Add to cart

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

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.

Local Gym and Company Partnerships







CRÁFTED