

# MEAL KIT SUPPLY CORPORATE FACT SHEET

## MEAL KIT SUPPLY LLC | MEDIA KIT

### WHO WE ARE

Meal Kit Supply LLC was founded in 2005 by Blair Calder. After enduring five days of the Northeast blackout in 2003, he decided to assemble an emergency food supply for his family. Unsatisfied with freeze-dried and canned meals, he turned to MREs. While the perfect solution, there was a lack of fresh, high-quality MREs on the market. That's why he created premium MREs with the widest variety of food items out there: because even in emergencies you've got standards. These are the same standards that drive us to continuously improve our product.

### OUR PRODUCTS

Meal Kit Supply offers premium Meals Ready to Eat (MREs). Our MREs contain 100% military components, have a 5 year shelf life, are impact and water resistant, hermetically sealed, and taste great! We currently offer a 12 case of 3-course MREs. Our MREs are the freshest commercially available, and have one of the highest average calorie counts (~1,200 calories). We offer free shipping in the contiguous US.

### OUR GOAL

We don't like disasters. We don't want to get cut off from local services. We know, however, that these events happen -- more and more frequently, with greater duration. Our goal is to equip families with an emergency food supply so that they can rest easy knowing our durable MREs will see them through it all. **We're reaching out to the 'casual preppers.'**

### NATURAL DISASTERS IN THE USA

- Over the past 10 years, 1,815 disasters were declared in the USA (FEMA, 2013).
- 2011 saw 242 disaster declarations in the USA alone, surpassing every year since 1953 by more than 50% (FEMA, 2013).
- Hurricane Katrina forced 1.6 million people to evacuate Louisiana, Mississippi, and Alabama (Monthly Labor Review, 2008).

### MEAL KIT SUPPLY MRE APPLICATIONS

- 'Week 1' of any emergency or disaster, including car evacuations (72-hour kits, bug-out bags).
- Preferred field rations for police, fire, and EMS
- Backcountry expeditions, especially in areas which prohibit campfires

### NOT YOUR GRANDPA'S COMBAT RATIONS

Having been in the MRE business for almost 20 years, we've heard it all — Meals Refusing to Exit, Meals Rejected by Everyone, etc. When you think of an MRE you recall your grandpa's horror stories about K-Rations, C-Rations or MCIs. **The truth is, Meal Kit Supply MREs are not the ancient combat rations you've heard of — they're tougher, they last longer, and they taste a hell of a lot better.**



WWW.MEALKITSUPPLY.COM

### WHY WE SPIKE IN SALES AFTER DISASTERS

We get up to a 500% boost in MRE sales after a disaster occurs. Even those overseas, like the Fukushima nuclear disaster, will trigger a spike in MRE purchases here at home. **We are working to replace this reactive response with a proactive action by encouraging families to prepare for 'week 1' of any emergency or natural disaster.**

### HOW DO MREs COMPARE TO FREEZE-DRIED?

MREs are comparatively light weight (no stove or fuel required, and they've got a higher calorie count), precooked, ultra durable, water resistant, and provide a wide range of menus. The Flameless Ration Heater provides an effective alternative to campfires, especially in areas with high wildfire hazard.

### HOW MANY MREs DO I NEED FOR MY EMERGENCY SUPPLY?

Each 3-course Meal Kit Supply MRE has over 1,200 Calories per meal. FEMA recommends 72-hour supply of food that "requires no refrigeration, preparation or cooking and little water." (ready.gov, 2013). A Meal Kit Supply case provides a full 6 days supply of food for 1 person. Alternatively, 1 case would feed 3 people well for 2 days. Personal vehicle use occurs in 75% of evacuations (CSEPP, 2006), making MREs a sensible addition to your car emergency kit.



12-Case of 3-Course MREs

Not your grandpa's combat rations.™

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