



# What is Raddish?

Raddish is a monthly cooking kit for kids ages 4 - 14+. Our mission is to deliver culinary experiences that nurture kids' confidence in the kitchen and beyond!

## INSIDE EVERY RADDISH KIT:

- 3 Illustrated, Laminated Recipe Guides
- Collectible Apron Patch
- Conversation Starter Cards
- Quality Kitchen Tool
- Complete Grocery List
- Online Bonus Materials: dietary substitutions, playlists and lesson plans
- And More!



## HOW RADDISH WORKS:

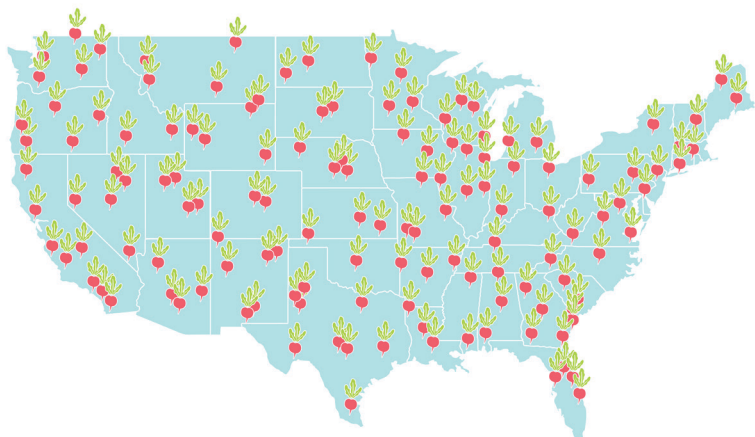
Raddish offers monthly, 6-month and 12-month memberships, ranging from \$20 - \$24/month. There are new themes every month! Favorites include Taste of India, Spring Brunch, and Monster Mayhem!

## FOOD AND FAMILY IS AT THE HEART OF EVERYTHING WE DO AT RADDISH

- We believe kids who cook, eat; that cooking is the foundation for a healthy, wholesome life.
- We believe learning to cook is fun! Taking risks learning from mistakes, following directions, fostering creativity, becoming independent: these are qualities we seek to nurture in the kitchen.
- We prepare kids for all stages of a delicious life by arming them with culinary know-how: from helping their parents make dinner, to preparing after-school snacks with friends, to, in time, feeding their own families and passing along these same values.

# RADDISH REACH

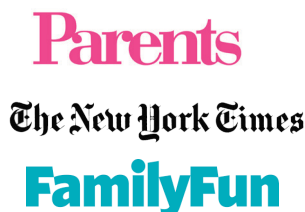
In 2019, Raddish marks its 6th year of creating and delivering delicious fun to families from coast to coast.



\*Data provided by Hitwise.

- Raddish is the third largest kids subscription box by site visits, and the fastest growing subscription kit in the kids' category with a 258% increase in visits last year.\*
- Kids' subscription box site visits are up 24% YoY, more than any other subscription category, and 288% over 4 years.\*
- Raddish membership has grown over 100% YoY for three years running.

## AS SEEN IN:



## RADDISH HISTORY

After successfully operating kids' cooking classes and camps in Los Angeles for over a decade,

**FOUNDER SAMANTHA BARNES COMBINED HER EXPERIENCES AS A MIDDLE SCHOOL TEACHER AND MOM OF TWO**

to launch Raddish on Kickstarter in the Fall of 2013.

Samantha's husband, Seth, joined the company in 2016 and, in the summer of 2017, Raddish moved from Samantha's garage office to a bustling warehouse and office with a custom test kitchen. To date, Raddish has shipped nearly a half-million cooking kits across the country! Raddish is run by a dynamic, committed team of educators and chefs with more than 10 years of experience teaching cooking to kids.



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**[WWW.RADDISHKIDS.COM](http://WWW.RADDISHKIDS.COM)**