

**HELLO  
FRESH**

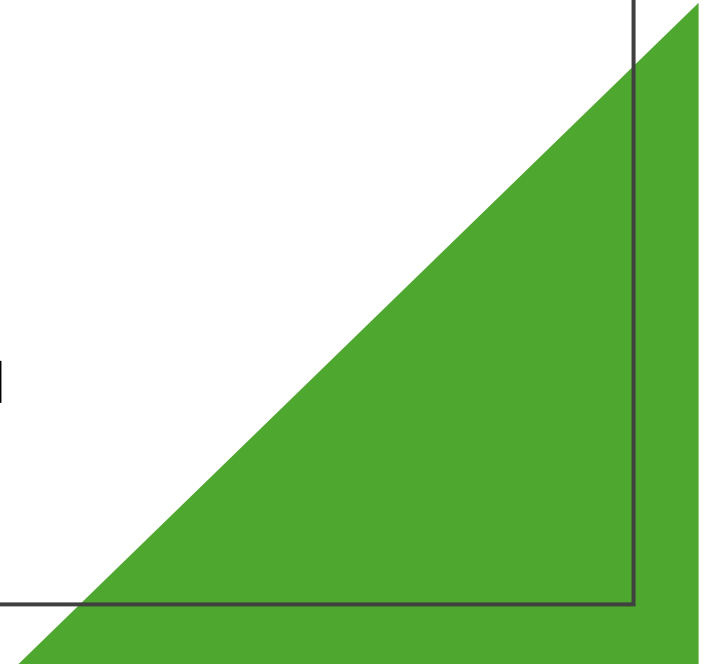
Community Conversations: Fresh, Accessible, and Affordable Meal Solutions!

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NCIL and HelloFresh

# Disability and Food Insecurity

- Food insecurity is when people don't have enough to eat and don't know where their next meal will come from.
- Disability remains a risk factor for food insecurity
- The COVID-19 pandemic heightened awareness of food insecurity and gaps in existing programs.



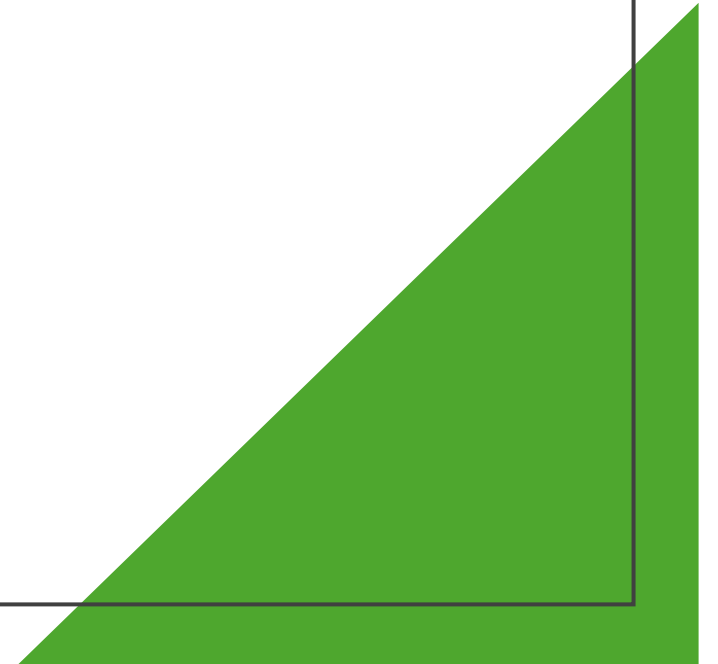


Centers for Independent Living can support people with disabilities in accessing fresh, affordable, and accessible meals solutions.

- Helping consumers access food assistance programs
- Nutrition, health, and adaptive cooking classes
- Personal Care Assistance Programs and connecting with homemaking services
- Adaptive Kitchen Equipment
- Home modification
- Smart home technology
- Systems Advocacy!

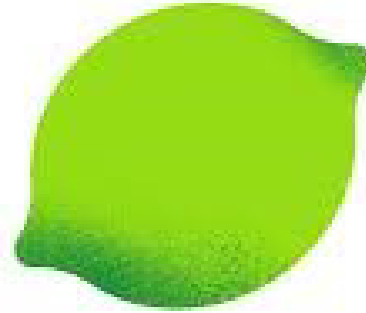
# Barriers to affordable and accessible food

- Access and affordability of food
- Lack of resources in the community
- Lack of funding available for CILs
- Gaps in food assistance programs
- Inaccessible kitchens



# Community Resources and Funding

- Supplemental Nutrition Assistance Program (SNAP)
- WIC (Women, Infant & Children) Programs
- School based food programs
- Community food pantries
- “Soup kitchen” / Hot meal locations
- Community Supported Agriculture (CSA) Programs
- Senior Nutrition Programs
- Public Health Department
- Disaster / emergency related programs



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# NCIL and HelloFresh Partnership

# What is HelloFresh?

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- The Reviews Are In: USA Today Named HelloFresh “America’s #1 Meal Kit”
- We Have Great Timing: Our Easy-To-Follow Recipes Have Only 6 Steps And Are Ready In 30 Minutes Or Less
- From The Farm To Your Front Door: Our Fresh Ingredients Really Deliver
- Serve Yourself: Pre-Measured Ingredients Make Restaurant-Style Meals
- Build Your Skills: Our Meals Make A Confident Chef Out Of Any Home Cook
- To Eats Their Own: Easily Customizable Menus And Flexible Delivery Dates







# ONION CRUNCH CHICKEN

with Mashed Sweet Potatoes, Roasted Broccoli & Honey Dijon Dressing

HALL OF FAME

## INGREDIENTS

2 PERSON | 4 PERSON



2 | 4  
Sweet Potatoes



1 | 2  
Crispy Fried Onions  
Contains Wheat



1/4 Cup | 1/2 Cup  
Monterey Jack Cheese  
Contains Milk



10 oz | 20 oz  
Chicken Cutlets



1.5 oz | 3 oz  
Honey Dijon Dressing  
Contains Eggs



8 oz | 16 oz  
Broccoli Florets



1 1/2 TBSP | 3 TBSP  
Sour Cream  
Contains Milk



PREP: 10 MIN | COOK: 30 MIN | CALORIES: 740



ANY ISSUES WITH YOUR ORDER? WE'D BE SIMMERING LIKE STEW OVER THERE TOO. SCAN HERE TO GET HELP!

## HELLO

### HALL OF FAME

Meet one of our all-star recipes: a tried-and-true favorite chosen by home cooks like you!



### GOLD (B)RUSH

In step 3, we instruct you to brush the tops of your chicken with some honey dijon dressing. We prefer to use a basting brush for the job, but if you don't have one, simply use the back of a spoon to evenly coat.

### BUST OUT

- Peeler
- Paper towels
- 2 Small bowls
- Baking sheet
- Medium pot
- Potato masher
- Strainer
- Kosher salt
- Black pepper
- Olive oil (1 tsp | 1 tsp)
- Butter (2 TBSP | 4 TBSP)  
Contains Milk

### SHARE THE LOVE



Gift **FREE** boxes to your friends and earn credit when they try us out. The more boxes you cook, the bigger the rewards!

Scan the QR code to share and earn.

\* Chicken is fully cooked when internal temperature reaches 165°.



### 1 PREP & MAKE CRUST

- Adjust rack to middle position (middle and top positions for 4 servings) and preheat oven to 425 degrees. Wash and dry produce.
- Peel and dice sweet potatoes into 1/2-inch pieces.
- Using your hands, finely crush **crispy fried onions** in their bag. (TIP: Once crushed, crispy fried onions should resemble breadcrumbs.) Transfer to a small bowl; stir in **Monterey Jack**.
- Reserve **1 TBSP dressing** (2 TBSP for 4 servings) in a second small bowl (you'll use it in step 5).



### 2 COOK SWEET POTATOES

- Place **sweet potatoes** in a medium pot with enough **salted water** to cover by 2 inches. Bring to a boil and cook until tender, 15-20 minutes.
- Reserve **1/4 cup potato cooking liquid**, then drain and return sweet potatoes to pot. Cover to keep warm.



### 3 COAT CHICKEN

- Meanwhile, pat **chicken\*** dry with paper towels and season all over with **salt and pepper**. Place on one side of a baking sheet. (For 4 servings, spread chicken out across entire sheet.)
- Evenly spread tops of chicken with a thin layer of **reserved dressing**. Mound coated sides with **onion crust**, pressing to adhere (no need to coat the undersides).



### 4 ROAST CHICKEN & BEANS

- Toss **green beans** on empty side of same sheet with a **drizzle of olive oil, salt, and pepper**. (For 4 servings, add green beans to a second sheet; roast green beans on top rack and chicken on middle rack.)
- Roast on middle rack until **chicken** is cooked through and green beans are browned and tender, 15-20 minutes. TIP: Check chicken periodically—if the crust browns too quickly, loosely cover with foil. Additionally, if green beans finish before chicken, remove from sheet and continue roasting chicken.



### 5 MASH SWEET POTATOES

- Meanwhile, mash **sweet potatoes** with **sour cream, 2 TBSP butter** (4 TBSP for 4 servings), and a **big pinch of salt** until smooth, adding splashes of **reserved potato cooking liquid** as needed. Taste and season with **salt and pepper**.



### 6 SERVE

- Divide **mashed sweet potatoes, green beans, and chicken** between plates. Serve with **remaining dressing** on the side.



# Our Partnership Objectives

**National Council for Independent Living (NCIL) and HelloFresh are partnering to introduce a unique nutrition benefit to NCIL's communities nationwide. Together we'll continuously promote a healthy lifestyle by making fresh, affordable, and delicious meal solutions easily accessible to individuals and communities in need. We're confident we can make a collective impact together, ensuring equal opportunities for all!**

## **Additional Highlights**

- With HelloFresh nationwide delivery (*extending to rural areas and food deserts too*), this investment will expand NCIL's reach to ensure everyone has access to healthy meals wherever they are located.
- This will engage and educate communities on the importance of utilizing fresh ingredients and take the guesswork out of eating well! Each week, there's a wide variety of meal solutions (45+) suitable for a broad audience and customizable based on the individual's needs.

# Program Options

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**Drop-Ship:** This is our surprise and delight experience where we deliver meals all on the same date to everyone's homes for their convenience!

- *Perfect for weekly meal distribution, virtual cooking-demos or Nutrition Months (March and November).*
- *All we'll need is everyone's names, addresses, and dietary preferences and HelloFresh handles the rest!*

**Discount Code:** This will be personalized for NCIL and provide everyone with a percentage off their first five orders.

- *A great way to encourage everyone to try a meal-kit at a lower cost.*

**These programs can be individually designed based on each Center's needs!**



# Pricing

Drop-Ship Program	
Box Options	Price Per Box
2 Meals for 2 People or 1 Meal for 4 People	\$65
3 Meals for 2 People	\$80
4 Meals for 2 People or 2 Meals for 4 People	\$100

Discount Code Breakdown	
1st Box	60% Off + Free Shipping
2nd-5th Box	20% Off
<b>This will make everyone's first box cost as low as \$25.00!</b>	

# Fun Facts: Applicable to our Discount Code

- **Once you log into your account with our discount code, it will automatically apply to your first 5 orders. Our goal is to help everyone live a healthy lifestyle & order whenever suits your family best! |**
- **HelloFresh's menu goes live 6 weeks in advance so feel free to plan ahead to make dinner a breeze! Remember there's a whole marketplace of items to choose from in addition to the main menu too.**
- **By clicking into each menu option, you will see all ingredients included in that recipe, nutritional information, allergens, recommendations on utensils needed, and even download the recipe card to set you up for complete success.**
- **Our delivery window falls between 8am-8pm daily. With our high-end packaging once the box is delivered, all ingredients will stay fresh for up to 36 hours to ensure if you're not home, everything will still be fresh when you get there!**

# Next Steps

## Benefits:

- Together, we'll support everyone's well-being by offering fresh, nutritious, and effortless meal solutions to everyone. This is ideal for communities looking to expand their Wellness Program through Nutrition.

## Our Roll Out:

- **Plan:** Choose a program (*or multiple*) that suits your communities best. Define a budget per person (*varying based on CIL*) and HelloFresh will create a unique offer.
- **Educate:** Participants will receive steps on how to receive their HelloFresh and continuously build confidence in the kitchen.
- **Enjoy & Execute:** Participants will receive their meals right at their doorstep to help make dinner time an absolute breeze moving forward!





**THANK  
YOU**

**For questions please contact:**

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# Community Conversation

- How has your CIL addressed barriers to accessible and affordable food in your community?
- What resources or funding sources do you need to support consumers in food access?
- Other questions or concerns?