



THE DINNER DAILY MEAL PLANNING PLATFORM AVAILABLE AS WHITE LABELED SOLUTION FOR GROCERS

Enables Grocer-Specific Weekly Menu Planning to Ease Shopping Process

Boston, MA – November 28, 2018 – [The Dinner Daily](#), a leader in the fast growing personalized meal planning market, announced today that it will be making a white-label version of its meal planning platform available to grocers on a platform as a service basis. The Dinner Daily’s platform is a powerful algorithmic-based system that creates weekly customized dinner meal plans specifically for each subscriber based on their food preferences and dietary needs, and can utilize weekly specials information to help shoppers manage their food budgets.

“We’ve seen many grocers align with meal kits, but they may be overlooking the largest portion of their customer and potential customer base – mainstream American families,” said Laurin Mills, Founder and CEO of The Dinner Daily. “The average shopper still goes to the store, but struggles with meal planning and knowing what to buy at the store. Our platform results in a shopping experience that is much easier and less stressful, both in store and online.”

The white-labeled version of The Dinner Daily’s platform can be branded specifically to any grocery chain and can also be integrated with online ordering services to make ordering ingredients ‘one-button easy’ for pickup or delivery. The platform is currently integrated with Peapod and is looking to integrate with other delivery platforms in the coming months.

The Dinner Daily’s proprietary technology has been developed and refined over several years and takes into consideration hundreds of factors to produce well-balanced, interesting and healthy plans that also take advantage of weekly store specials. Grocers who license the platform can make use of the current Dinner Daily database of healthy, easy-to-prepare dietician-approved recipes, and can add their own recipes to use in their Dinner Daily powered service. “Our team has spent years understanding the very real pain points of getting dinner done. It is this in-depth customer knowledge, combined with our technology that captures the human logic of dinner planning, that allows us to deliver a simple solution to the consumer, all while encouraging customers to shop at their local grocery store”, said Mills.

The Dinner Daily currently plans tens of thousands of meals each week for shoppers across the US and is offered as a wellness benefit by over 100 companies nationwide. In the past year, The Dinner Daily’s service has been reviewed and recommended by many, including Rachel Ray Everyday and Working Mother Magazines.

“We know that customer relationships and loyalty are more important than ever for grocers, and streamlining the shopping process is key. Providing a meal planning service tied to shoppers’ specific food preferences and their weekly specials is one of the best ways they can do that,” said Mills. “Our meal planning platform can fill that need for grocers by making the dinner planning and ingredient buying experience incredibly easy for their customers at a price point that is affordable by almost everyone, with a retention rate several times higher than meal kits.”

For more information about The Dinner Daily platform, visit www.thedinnerdaily.com

About The Dinner Daily

The Dinner Daily is the only weekly dinner planning service that creates menus based on users' individual food preferences and their grocery store's specials, saving busy families time and money and taking the stress out of dinner. Founded by working mom Laurin Mills, The Dinner Daily creates customized menus for shoppers at over 16,000 grocery stores in all 50 states. Learn more and sign up for a free two-week trial at thedinnerdaily.com
Follow The Dinner Daily on Facebook [@thedinnerdaily](https://www.facebook.com/thedinnerdaily).