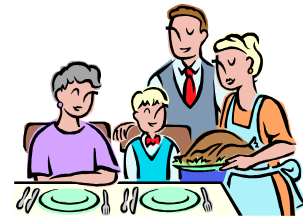
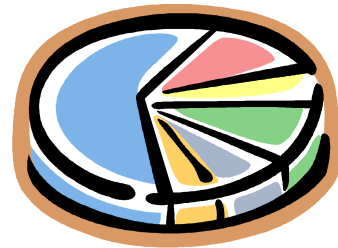


Meal Prep Industry Facts and Figures Guide



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ABOUT THIS GUIDE

This guide is the product of over four years of participation and analysis of the meal prep industry. It is now in its fifth major revision. It includes information from Jim and Lynda Byrnes Pelichowski who started Meals Made Easy in Fort Collins, Colorado, in early 2003, at a time when there were less than 10 meal prep businesses in the USA. There are now over 1400 stores and the concept has spread to 49 US states, Canada, the UK, Australia, and New Zealand.

Most of the content for this guide comes from Bert Vermeulen, who first got involved in the industry in early 2004 by helping Jim and Lynda from Meals Made Easy to grow their store. He subsequently started tracking the industry and publishing his information on www.easymealprep.com. He also created the Easy Meal Prep Association. This guide also includes his experience in financial modeling, starting, funding, growing and managing a variety of entrepreneurial businesses.

This latest revision of the guide expands and updates the content from previous versions. It also includes the latest information on how the meal prep concept is evolving.

This guide is structured to make it as easy as possible to understand the meal prep industry. It is organized around the following commonly asked questions:

- **What is a meal prep business?** (Page 3)
- **Why are meal prep businesses popular?** (Page 4)
- **What is the target market?** (Page 7)
- **Where did the concept originate?** (Page 10)
- **Industry growth, revenues, and geographic distribution of stores?** (Page 12)
- **How can the industry be segmented?** (Page 15)
- **What is the typical financial structure of a meal prep business?** (Page 19)
- **What are some of the most important industry trends?** (Page 24)

The appendices provide additional background material including:

- **Appendix A. Meal Prep Store Density by State/Province** (Page 29)
- **Appendix B. Supermarket and Meal Prep Store Combinations** (Page 31)
- **Appendix C. About the Authors** (Page 39)
- **Appendix D. Additional Resources** (Page 41)