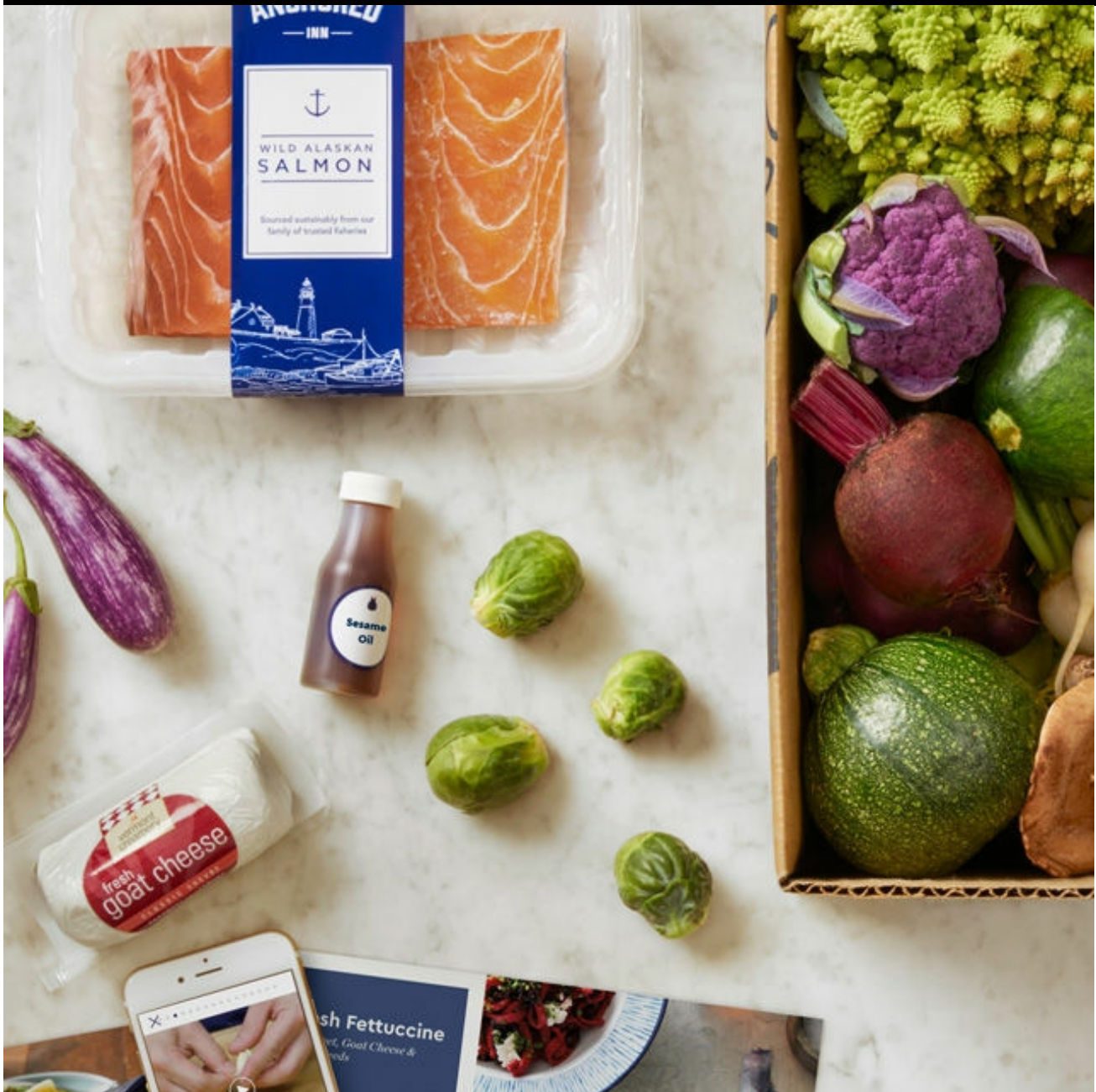


MEAL KITS ARE NOW AVAILABLE ON-DEMAND

By Holly Friend and Livvy Houghton

12 : 10 : 2018 Food : Convenience : Delivery



New York – The city’s residents can now use delivery services GrubHub and Seamless to order **Blue Apron** boxes.

Until now, the brand’s meal kits were only available through a monthly subscription. However, by partnering with food delivery platforms, customers no longer face commitment to these services, and can receive meal kits on-demand in less than an hour.

Although customers must still cook the meal themselves, this partnership offers an opportunity for most spontaneous dinner parties that don't require hours of planning and a trip to the grocery store.

As convenience culture continues to dominate, customers are seeking **on-demand delivery** options that allow for the sense of activity of cooking a meal.