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For immediate release

## **“It's like inviting a chef into your kitchen.”**

*The easy way to enjoy healthy, chef-prepared and planet-friendly dishes delivered anywhere in Switzerland*

The Swiss food delivery market has experienced unprecedented growth. According to a [May 2021 report](#), the market has grown 64% in the preceding two years. However, healthy and gourmet dishes that require cooking and flavour precision have not been part of this growth spurt. Such meals are difficult to prepare and pack to deliver while preserving their quality. Sadly, too, the rapid expansion of the food delivery market has brought with it a soaring waste of food and single-use plastic.

[Allcook.Kitchen](#), Switzerland's first chef-prepared, healthy meals-by-post service, takes a fresh approach to meal delivery, making it possible to deliver culinary artistry to customers' homes Swiss-wide at affordable prices while reducing food and plastic waste.

Healthy, chef-crafted dishes are shipped to homes in chilled isothermal boxes once a week. Customers simply choose their meals from a weekly-changing menu and a day of delivery.

"Chef-crafted" means that each detail gets expert attention: the level of cooking, the combination of flavours and seasonal ingredients sourced locally and from neighbouring countries. To ensure the just-right level of ingredient preparation, Allcook's chefs cook meals to "almost readiness", taking into account the time and temperature required to warm them at home. Then meals are vacuum-packed in compostable packaging to naturally lock in the flavours and nutrients. All that's left to do at home is warm up the meals and plate them—no shopping, cooking or cleaning up, only healthy enjoyment. It takes about fifteen minutes from fridge to fork. It's like inviting a chef into your kitchen.

"I apply the same process of meal preparation as I used when serving guests at high-end events; the only difference is in the choice of recipes and ingredients for everyday meals", notes Benoit Thorey, the master chef behind the initiative. Thorey, former chef de cuisine of *Traiteur de la Réserve Genève*, decided to break with the usual meal-at-a-time approach, opting instead for an innovative week-at-a-time subscription model.

Thorey took a broader and more planet-friendly view of how to bring healthy, fresh, seasonal meals cost-effectively to customers' tables. "Customers can order at our website as often as they like at affordable prices, 30 to 60% cheaper than they can on other food delivery platforms. We can provide this value because we work directly with our loyal customers on a flexible subscription

basis while generating zero food waste. Our clients plan for a week, and we cook precisely as much as needed.

Chef Thorey is passionate about the mission of the new service. "Our goal is to help our customers to enjoy varied, nutritious and flavourful meals prepared and packed in an earth-friendly way". Allcook's weekly-changing menu offers a varied choice for every palate. With his international team and artisanal partners, the chef sources their inspiration from Asian and Mediterranean cuisines. Meals are offered in traditional, low carbohydrate, and vegetarian versions. A third of the menu is vegetarian or vegan. Allcook's customers can unite different nutritional needs, tastes, and values at one table.

Allcook's motto is "Partage savoureux", literally "Flavourful sharing". The phrase, Thorey explains, reflects his startup's best-of-both-worlds approach: "We designed our service so that our customers can delight their taste buds while feeling good about the choices they make for their health and the planet".

#### **About Allcook SA**

*Allcook SA is a direct-to-consumer Earth-friendly food company that delivers chef-prepared, healthy meals on a flexible weekly subscription through its platform, [Allcook.kitchen](https://allcook.kitchen). A flexible subscription model, preparation precision, and vacuum packing technology ensure "just cooked" freshness and exceptional taste for customers at affordable prices while generating zero avoidable food waste. Meals are packed in compostable vacuum sachets. Allcook.kitchen is headquartered in Lausanne and delivers Swiss-wide.*

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