

What's for Dinner?

With an at-home meal kit for every palate, supper is just a matter of picking your flavor.

ILLUSTRATIONS BY VICTOR LI

Perhaps the most enticing silver lining to emerge from more than a year and a half of being homebound: the proliferation of at-home meal-kit delivery services. What began with a few early, overpriced iterations has suddenly matured into a variety of entrees for every occasion. Millennials aren't the only ones subscribing, either. The pandemic hooked all ages on the convenience of fresh, prepped meals that require minimal effort. In 2019, the market expanded by less than 1 percent, compared to almost 20 percent growth in 2020, according to data from the research firm Nielsen. The industry is expected to keep swelling at a double-digit rate for the remainder of the decade. Time, on the other hand, is becoming harder to come by, with some headed back to the office as well as the holiday season quickly approaching. Luckily, there is no shortage of satisfying, healthy, and creative meals ready for the serving. So what's for dinner?

Yumble

Who it's for:

The busy parent with young ones who don't eat broccoli unless they don't know they're eating broccoli.



The lowdown:

Founded by a mother with three picky eaters, Yumble specifically caters to the under-12 crowd. In addition to dinner, kits include school lunches and afternoon snacks.

What they're saying:

"This is truly the answer to so many moms' prayers!"

Sakara Life

Who it's for:

The yoga-practicing holistic health coach with a trust fund.

The lowdown:

All the meals are plant-based, organic, and gluten-free and come with herbal detox teas and probiotic supplements—you can add chlorophyll water drops too. Subscribers even get their own wellness coach on speed dial.

What they're saying:

"Whoever comes up with these recipes is some sort of food wizard because this was phenomenal!!!"



Goldbelly

Who it's for:

The Silicon Valley transplant who is just pining for a bagel from New York.

The lowdown:

Goldbelly offers tailored kits for every taste, such as subscriptions for bacon or pie. You can also sign up for geographic-sourced boxes from Miami, New York, or Chicago.



What they're saying:

"It is totally awesome that I can order food from across the country for such a reasonable price."

Blue Apron

Who it's for:

The connoisseur who only eats a steak if it's paired with the right vino.



The lowdown:

This early player offers a variety of menus, including a Beyond Meat box for the vegan curious, as well as a monthly wine subscription that pairs specially selected bottles with dishes.

What they're saying:

"I would never have tried these combinations."

Freshly

Who it's for:

The corporate law partner who doesn't own a cutting board.

The lowdown:

More a glorified microwave dinner than a meal kit, the food, which comes in single-serving containers, is fully cooked and ready to scarf in less than three minutes.



What they're saying:

"We don't have to go anywhere or wait for delivery, and our monthly food bill has been cut nearly in half."

Green Chef

Who it's for:

The eco-conscious diner who cringes at the sight of plastic but isn't growing their own kale yet.

The lowdown:

All food is sourced from sustainable farms, and kits are shipped in paper packaging. When plastic is required (think tofu), it's sourced from recycled materials.

What they're saying:

"Honestly @greenchef is GODSENT. Coming home from a trip to a box of goodies portioned with detailed recipes makes life so much easier." ▀

