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Case Study:Blue Aproan inc.

**The case study talk about Blue Aproan inc.They work home delivery meal kit service in the US in 2012. Blue Apron’s mission is to make incredible home cooking accessible to everyone. Launched in 2012, Blue Apron is reimagining the way that food is produced, distributed, and consumed, and as a result, building a better food system that benefits consumers, food producers, and the planet. The company has developed an integrated ecosystem that enables the company to work in a direct, coordinated manner with farmers and artisans to deliver high-quality products to customers nationwide at compelling values. Blue Apron’s current products include Blue Apron Meals, Blue Apron Wine, the Blue Apron Market, and BN Ranch, a premium. Blue Apron's vision is “to build a better food system.Blue Aproan transforming the way that food is produced, distributed, and consumer. Each week, we send high-quality, perfectly proportioned ingredients to customers nationwide to prepare delicious, wholesome meals at home. We introduce our community of home cooks to new ingredients, flavors, and techniques with recipes that are delicious, fun, and easy to prepare. Blue Apron is the O.G. healthy meal delivery service, and it continues to be one of the best for a reason—the recipe curators are good at what they do. Every ingredient is measured, portioned, and packaged, and the step-by-step instructions are easy to follow. We offer the following plans designed to suit your specific culinary needs. Our Signature is your choice of 2, 3, or 4 recipes in each weekly delivery that are perfectly portioned .**

**How much per month is blue aproan**

**The best way to compare meal kit prices is by meal and serving. Blue Apron costs $9.99 per serving and $7.99 in shipping if you opt for two recipes that feed two people a week**

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