



## Company Overview

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- Overview:** Founded in 2002, Dream Dinners, Inc. is the recognized originator of the \$300 million meal assembly industry. Dream Dinners® provides guests monthly menus to select from, then procures and prepares all ingredients in advance, so guests can assemble dozens of meals in about an hour, then take the meals home to freeze. The Dream Dinners service saves guests both valuable time and money, and focuses on bringing families back to the dinner table with healthful, delicious, easy-to-fix meals.
- Headquarters:** Snohomish, Wash.
- Stores:** More than 90 stores in 30 states  
All stores are operated as individual franchises
- Founded:** In 2002 by Tina Kuna and Stephanie Allen (pictured)
- Service:** The Dream Dinners service provides a monthly selection of 15-18 recipes, which guests choose according to their preferences, and then assemble all at once at Dream Dinners locations – only taking about an hour. In addition, guests can supplement their main meals by purchasing pre-assembled frozen side dishes, desserts and breakfast menu items that complement each monthly menu.
- Benefits:** Dream Dinners is perfect for keeping busy families together at dinnertime, with significant benefits including:
- **Saving Time** – all of the menu planning, prep work and cleanup is taken care of by Dream Dinners, so guests simply assemble and go!
  - **Saving Money** – food is purchased in bulk by Dream Dinners to pass savings on to the customer, plus there is no “unused” grocery waste for the home cook.
  - **Eating Healthier** – Dream Dinners uses low and no-fat options wherever possible, and most dishes are under 350 calories per serving..
- Cost:** Guests make a minimum 36-serving purchase to participate in a session. The average serving cost is about \$4.50 per serving.
- Mission:** Dream Dinners is founded on a mission to bring families together at dinnertime. Food and families are at the heart of everything Dream Dinners does by providing guests all the ingredients they need for a great meal. Dream Dinners offers freedom from the hassles surrounding the planning and preparation of meals night after night, and allows families to come together at the end of day to eat a healthful meal as a family.
- Online:** <http://dreamdinners.com>





## How it Works

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Dream Dinners is the perfect solution for busy families and individuals, who still value dinnertime and home cooked meals. With Dream Dinners® “fix-and-freeze” service, all menus and ingredients are pre-prepped by Dream Dinners, so guests simply choose their menu items and sign up for a session, then head to the store to assemble, take home and freeze. The process is simple!

### 1. Sign Up Online

Visit <http://dreamdinners.com> and select a desired location among 90+ Dream Dinners stores throughout the U.S. New guests will need to register online to create an account.

### 2. Select a Session

After finding the closest store, click “Start Ordering” to view the current menu and all of the upcoming sessions in your desired location. Some guests like to stop by after work, some make a girls’ morning of it and come with friends. There are visual cues to indicate how many spots are left in each session, and sessions typically host 12-15 people.



### 3. Place an Order

Next, review the monthly menu for the session and decide what to assemble! There are typically 15-17 main dishes to choose from, ranging from chicken, to fish, steaks, pasta and more delicious items. Each dish has its own individual price, and can be ordered in 3 or 6-serving sizes. The online ordering form easily calculates as you go.

Guests must sign up for a *minimal* order of 36 servings to participate in a session; this could be completed with twelve 3-serving meals, six 6-serving meals, or any combination in between. Cost varies depending on which menu items are selected.

### 4. Assemble the Meals

Upon arrival, the staff provides a helpful packet with labels for each item ordered. Assembly stations for each dish are carefully organized and guests rotate on their own as meals are completed and stations open up, and Dream Dinners cleans each station throughout the session. Stations have easy-to-follow instructions and all ingredients are pre-cut and prepped with appropriate measuring spoons, cups and assembly utensils provided. Guests simply assemble, and place in freezer-appropriate bags or tin trays to take home. Dream Dinners also has a “Fast Lane” of side dishes and main meals that guests can purchase to supplement their assembled dishes.



### 5. Enjoy!

When ready to eat, defrost a Dream Dinners meal and prepare it according to the label on each menu item (some items can also be prepared from frozen). Many guests thaw a few meals at the beginning of each week, to get organized for the days ahead!



## Benefits & Quality

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There are many reasons individuals choose Dream Dinners®. Some do it to make healthier meal choices and skip “fast food.” Others are short on time in their day-to-day-lives, but value homemade meals. Sometimes there are special circumstances, such as illness, injury or a new baby, where Dream Dinners is a welcome solution. No matter the reason, there are a number of clear benefits and advantages to using a meal assembly service.

### Eat Healthier

Feeding the family more healthful, nutritious meals is at the forefront of Dream Dinners’ mission. Families and individuals can feel good knowing they are eating a healthier alternative to fast food, without spending hours in the kitchen! Dream Dinners nutrition parameters include:

- Low or non-fat ingredients used wherever possible
- Leaner cuts of meat, including boneless, skinless chicken
- Low-sodium ingredients used wherever possible in sauces, soups and stocks
- Low average calorie counts, typically ranging from 140-350 calories per serving – much lower than traditional fast food or take-out options
- Portion sizes adhere to recommended guidelines, to assist with portion control
- Special menu items labeled with a heart to signify “Heart Healthy” options
- Clearly labeled nutrition facts for all dinners



### Save Time

Families spend an estimated 10 hours each week grocery shopping and preparing dinner. Dream Dinners dramatically streamlines the process, saving up to 40 hours a week!

- All ingredients are shopped for, pre-washed, chopped and divided – eliminating all prep work!
- The menu is pre-planned and offers 15-17 delicious main dish choices
- Guests create a month’s worth of meals in a little over an hour – allowing for more family time and no more worrying about the ominous “what’s for dinner?”
- Dream Dinners staff handles all the clean-up, so guests simply assemble and go!

### Save Money, Avoid Waste

No more outlandish grocery bills filled with impulse or scattered purchases, and no more throwing out waste at the end of the month. With Dream Dinners, guests can easily set their grocery budgets at the beginning of each month, knowing exactly what they’re having for dinner on most nights and purchasing Dream Dinners all at once. Dream Dinners meals equal \$4.50 per serving on average, which is typically much cheaper than fast food or take-out options. In addition, all Dream Dinners meals are frozen, so there is no waste of fresh food ingredients ever!

### Make Connections

Studies show families who eat together result in children with higher grades and higher self-esteem. With Dream Dinners, it is easier than ever to bring the family around the dinner table over a delicious home cooked meal.