

# **Khaana — Company Story & History**

## **Who We Are**

Khaana is a fresh-meal company built for busy students, professionals, and families who want real food without the hassle. We combine chef-designed recipes with flexible subscriptions and reliable delivery, so home-cooked meals fit into real life—not the other way around. Our promise is simple: quality ingredients, clear directions, and dinner on the table in 15–30 minutes.

The idea for Khaana started with a practical problem: amazing food takes time most people don't have. Our founder, James Burkart, saw friends bouncing between classes, work, and extracurriculars while resorting to takeout or skipping meals. That experience inspired a service that would make planning, shopping, and prep radically easier—without compromising flavor or nutrition.

Khaana's service pairs rotating weekly menus with step-by-step recipes and responsibly sourced ingredients. Every box is designed to minimize waste and maximize confidence in the kitchen—from the way we pre-portion ingredients to the clarity of our recipe cards. For those weeks when cooking simply isn't feasible, we also offer ready-to-heat options that keep you on track.

## **Why It Matters**

We believe eating well should feel effortless. By removing the friction of planning and shopping—and by clarifying each step in the kitchen—Khaana helps customers reclaim their evenings, discover new flavors, and reduce food waste. The result is a habit of home cooking that's affordable, consistent, and enjoyable.

## **A Brief History**

Khaana began as a small pilot offering curated meal kits to a handful of early customers. Each cycle, we listened, iterated, and refined—from packaging and sourcing to menu variety and delivery logistics. Below is a concise timeline of how the concept matured into a full subscription service:

- **Concept & Prototype** — Early customer interviews reveal a need for quick, high-quality meals with clear instructions.
- **Pilot Boxes** — Small-batch runs validate rotating menus, pre-portioned ingredients, and step-by-step recipe cards.
- **Menu Expansion** — Vegetarian, vegan, and keto-friendly options launch to support diverse lifestyles.
- **Operational Scale-Up** — Supplier partnerships and streamlined fulfillment improve reliability and reduce waste.
- **Ready-to-Heat Line** — For ultra-busy weeks, customers can mix meal kits with heat-and-eat selections.
- **Subscription Flexibility** — Customers fine-tune delivery days, plan sizes, and dietary preferences on a weekly basis.

## **Today & What's Next**

Today, Khaana focuses on reliability, recipe quality, and customer choice. Every menu cycle is an opportunity to introduce fresh flavors, optimize packaging, and learn from feedback. Looking ahead, we are exploring seasonal collaborations with local producers, expanded nutrition guidance, and even smarter recommendations—so each week's box feels more personalized than the last.