Meet Blue Apron. A New York City startup looking to spice things up in your kitchen.

It's not just about eating, but it's about the experience of cooking and having fun while cooking in the kitchen.

Blue Apron helps to deliver fresh ingredients that customers can cook in their own kitchen. The process is simple, customers log on to the company's website and select three meals from the list of six weekly options. In about a week, a box containing all the ingredients arrives at their door.

We're not just selling you a recipe off of a website, and you go and find your ingredients on your own. The ingredients that we send you are a fundamental part of the experience. And so every month, we're telling the stories of these suppliers to our customers, and they get engaged with them.

A box of three meals for two people costs $60. That puts the average meal at about $10 per diner, or $4 cheaper than spaghetti and meatballs at Olive Garden. So how do they do it?

We have a purchasing team that's buying in bulk, managing your purchases seasonally for you. And we're also able to get you everything in exactly the right amount, so you don't have food waste.

What started in New York has now expanded into homes around the US, delivering more than 800,000 meals a month to over 85% of the country. And it's a combination of convenience and freshness which is helping the business to succeed.

Manhattan, it's a little bit more about convenience, and in other parts of the country, it's a little bit more about access to incredible suppliers and incredible cooking that you don't have access to.

Despite its rapid growth, competition is becoming a major challenge. Blue Apron is just one of a slew of companies from Plated, to Seamless, to FreshDirect, that have caught the eye of venture capitalists. Funding for food and beverage startups has surged from $65 and 1/2 million in 2009, to $146 million last year.

What makes Blue Apron unique is its desire to become much more than just a grocery delivery service.

We think we have the opportunity to be a multibillion-dollar name in cooking, and in food, and lifestyle, and that's what we're working towards.

Blue Apron may have big ambitions to transform how Americans think about food, but it still credits New York as the one key ingredient for the company's success.

New York is the food and culinary capital of the country. There's incredible great chefs here. There's so many interesting and innovative things going on in the restaurant scene, in the cooking scene-- creatively. And it's just a great place to start a company right now.