

## **The new best way to cook at home: Slide & Dice bring a whole new meaning to groceries**

**United Arab Emirates, Dubai, XX September 2014** — We all consistently endeavour to cook at home, to eat healthier, to do what we feel is right by our bodies. One of our biggest challenges, however, especially when living in the UAE, is finding time to get our groceries, to cook the right things, to remember what it's like to eat healthy. Slide & Dice provides exactly that: they get you your groceries, along with recommended recipes, with all the needed ingredients, right to your door, for every dinner of the week.

With packages that cater to various home environments and family sizes, Slice & Dice is the perfect companion to your healthy eating habits. The <spokesperson role here>, <spokesperson name here>, described the company as a family run business: “we began when we decided to take control over our eating habits. With two young babies, we had gotten stuck in the rut of ordering take out or having dinner in different restaurants every night. Both options, whilst convenient, were very costly, unhealthy and mundane. We decided our only way out of this was by getting organised.”

What began as basic meal planning and recipe development, based on a system of getting the exact ingredients per meal quickly developed: carrying two babies around while at the local supermarket wasn't easy, and ensuring the shopping experience led to more nutritious and healthier meals became an even more difficult task to achieve. Eating healthier was a better choice for both their looks and their overall physical well-being. So, they decided to provide the same service to, well, everyone.

The other big realisation was that, when you shop per meal, you save money, you waste less, and you eat better. Fresh food in a fresh concept, a new idea borne out of a new necessity, and a dedication to clients borne out of a dedication to quality.

It's a new concept that suits a variety of people, whether they are business professionals with busy work lives, or housewives at home raising children. Partnered with other companies to give clients that little extra bit, Noviplus members receive exclusive savings on selected packages.