

What are meal kits?

Meal kits are a type of meal delivery service, often subscription-based. They typically include fresh ingredients, sometimes pre-chopped and/or with premade sauces and spice blends, along with recipes to prepare home-cooked meals.



EACH DISH
 COMES WITH
 RECIPE CARD
 CONTAINING
 EASY TO READ
 INSTRUCTIONS
 AND INFO
 ABOUT THE
 DISH

HELLO FRESH SLURP'S UP! SESAME CHICKEN NOODLES
 with Crunchy Cabbage and a Chili Oil Drizzle



HELLO SESAME PEANUT SAUCE
 Sweet and spicy in an unexpected (but delicious) way

PREP: 5 MIN | TOTAL: 30 MIN | CALORIES: 968

- Chicken Breasts
- Scallions
- Peanut Butter (Contains: Peanuts)
- Sesame Oil
- Pepperolio
- Red Cabbage
- Garlic
- Linguine Pasta (Contains: Wheat)
- Red Wine Vinegar
- Soy Sauce (Contains: Soy)
- Honey

START STRONG
 Give the sauce a quick whisk before tossing it with the noodles, chicken, and cabbage. It'll get rid of any separation that might have happened in the meantime and make it silky smooth.

- BUST OUT**
- Large pot
 - Large pan
 - Small bowl
 - Strainer
 - Paper towel
 - Large bowl
 - Whisk
 - Oil (2 TBSP | 4 TBSP)

INGREDIENTS
 Ingredient 2-person | 4-person

• Chicken Breasts	12 oz 24 oz
• Garlic	1 Clove 2 Cloves
• Scallions	2 4
• Linguine Pasta	6 oz 12 oz
• Peanut Butter	4 TBSP 8 TBSP
• Red Wine Vinegar	2 TBSP 4 TBSP
• Sesame Oil	1 TBSP 2 TBSP
• Soy Sauce	3 TBSP 6 TBSP
• Pepperolio	2 tsp 4 tsp
• Honey	2 tsp 4 tsp
• Red Cabbage	4 oz 8 oz

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- POACH CHICKEN**
 Bring a large pot of salted water to a boil (for pasta). Fill a large pan 3/4 full of water and add a large pinch of salt (for chicken). Bring to a boil over high heat. Once boiling, add chicken, cover, and remove from heat. Set aside until chicken is no longer pink in center, about 15 minutes.
- PREP AND COOK PASTA**
 Wash and dry all produce. Mince 1 clove garlic (we sent more). Thinly slice scallions. Add linguine to pot of boiling water and cook until al dente, 9-11 minutes.
- MAKE SESAME PEANUT SAUCE**
 Meanwhile, whisk together peanut butter, garlic, vinegar, 1 tsp sesame oil, 3 TBSP soy sauce, 2 tsp pepperolio (more or less to taste—it's spicy), honey, 2 TBSP oil, and 2 TBSP water in a small bowl.
- SHRED CHICKEN**
 Remove chicken from pan and allow to cool. When cool enough to handle, shred into bite-size pieces with your hands or two forks.
- DRAIN NOODLES**
 Drain linguine. Gently pat with paper towel and remove as much moisture as you can (it's OK if the noodles are still a little wet). Toss with remaining sesame oil.
- TOSS NOODLES AND SERVE**
 Toss linguine, chicken, red cabbage, and sesame peanut sauce in a large bowl until evenly coated. Divide between serving bowls and sprinkle with scallions. Drizzle with as much of the remaining pepperolio as you like.

BON APPÉTIT!
 Make shredded chicken the star of your next sandwich.

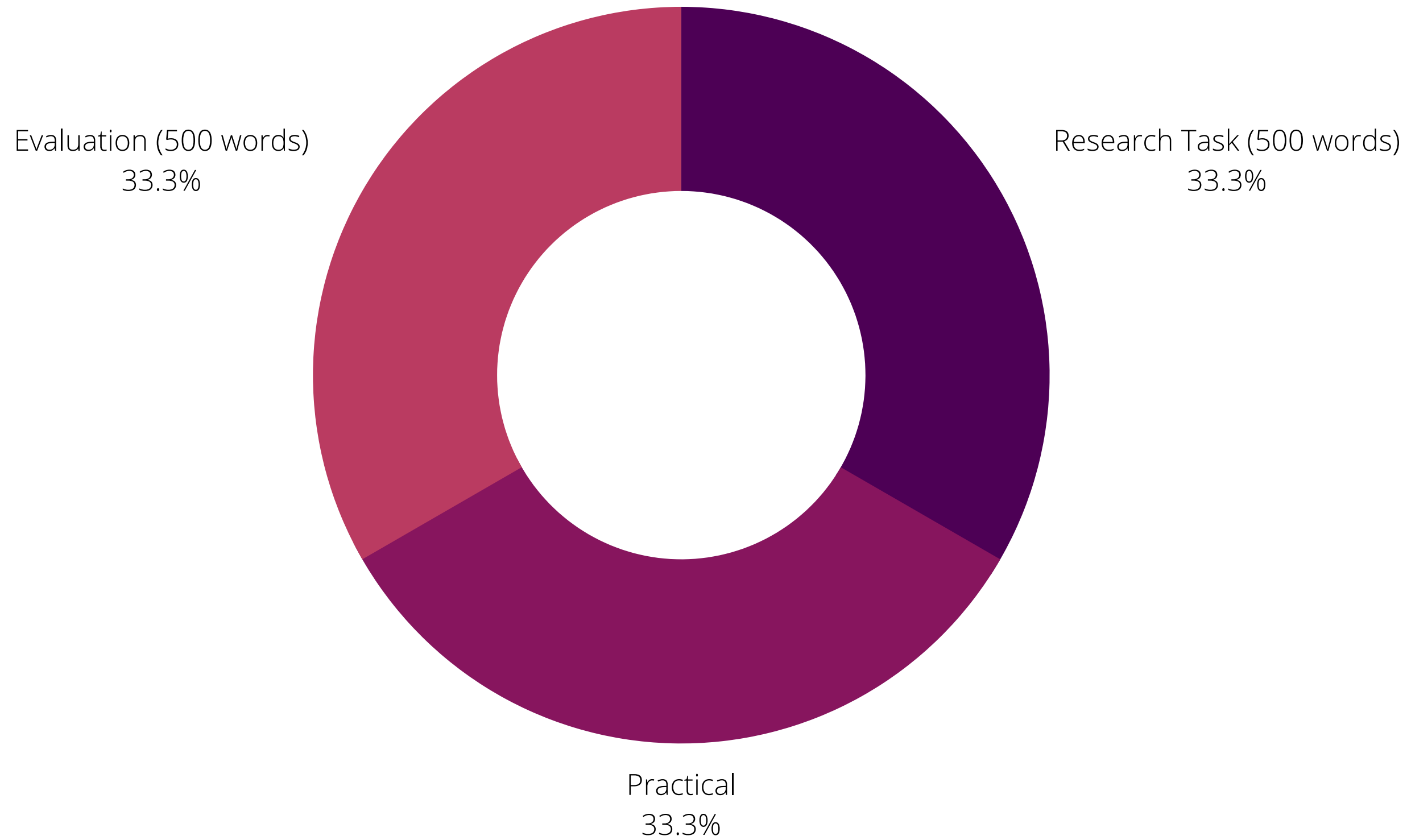
Since launching 13 years ago, the meal kit industry has rapidly adapted to respond to changing customer appetites and has now become a multi-billion dollar industry (MealFinds, 2021).

With the rapid changes in the industry due to Covid-19, as well as busy schedules due to work and other commitments; meal kits give customers the opportunity to create unique dishes outside of their normal rotation, that and are more cost-effective and healthier than takeout (MealFinds, 2011).



ASSESSMENT

There are 3 parts:



RESEARCH TASK (500 WORDS)



§ You will need to **investigate, critically analyse (ICA 1)** and develop an opinion on the changing image of Australian cuisine and its impact on the food and hospitality industry.

The focus question is:

“To what extent is the Meal Kit Industry evolving in response to the changing needs of Australians?”

§ You need to collect both primary and secondary sources, acknowledging any sources appropriately. (ICA 2)

Your research may be presented in written, oral, or multimodal form. It should be a maximum of 500 words if written or a maximum of 3 minutes for an oral presentation, or the equivalent in multimodal form.

Critical thinking is
as a form of intelligent criticism of
research reaching independent and justifiable
conclusions about what was found

What that means?

Comparing

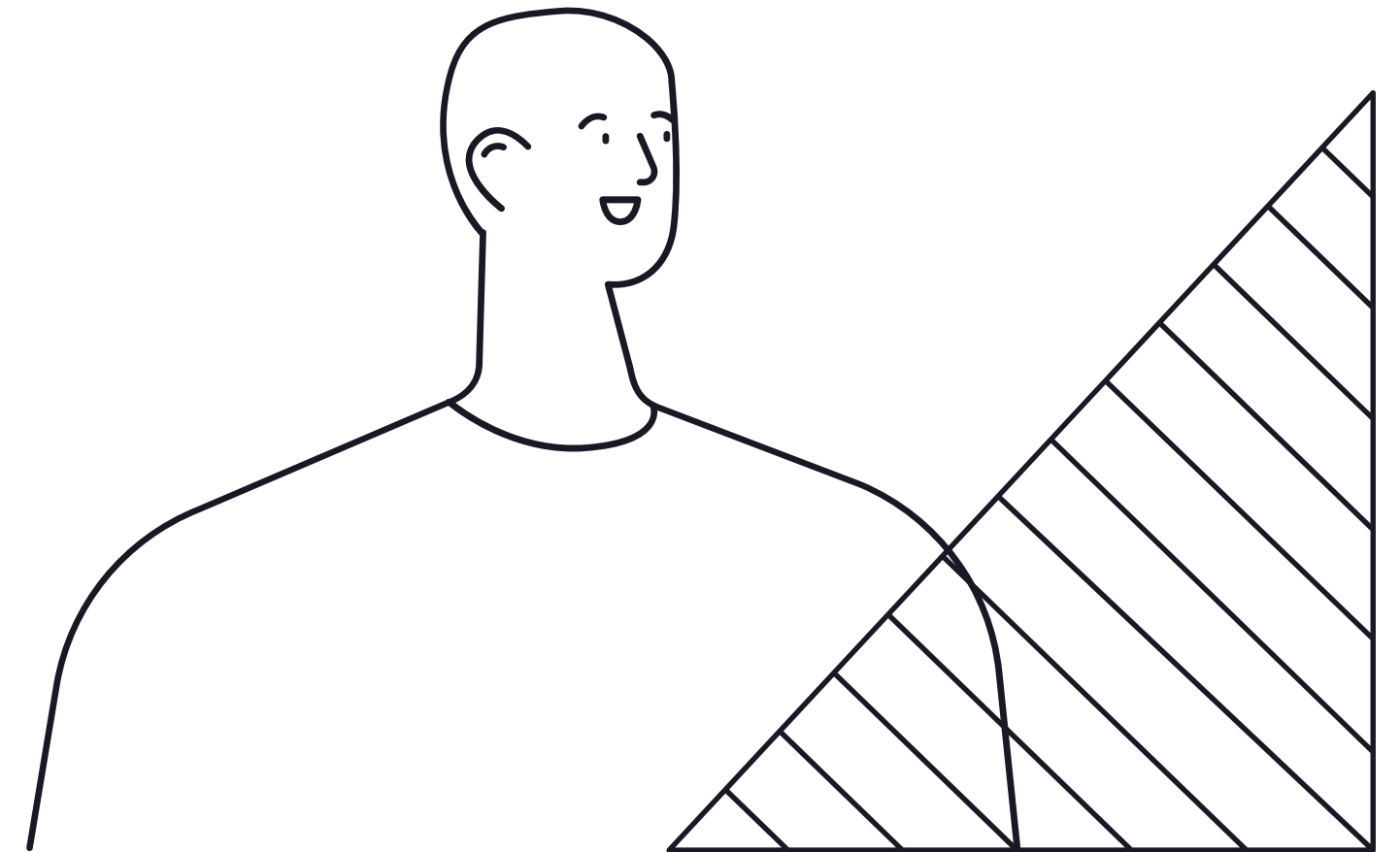
This is due to...

Therefore it would be astute to...

Meaning...

This suggests...

WHAT DOES CRITICALLY ANALYSE MEAN? (ICA 1)

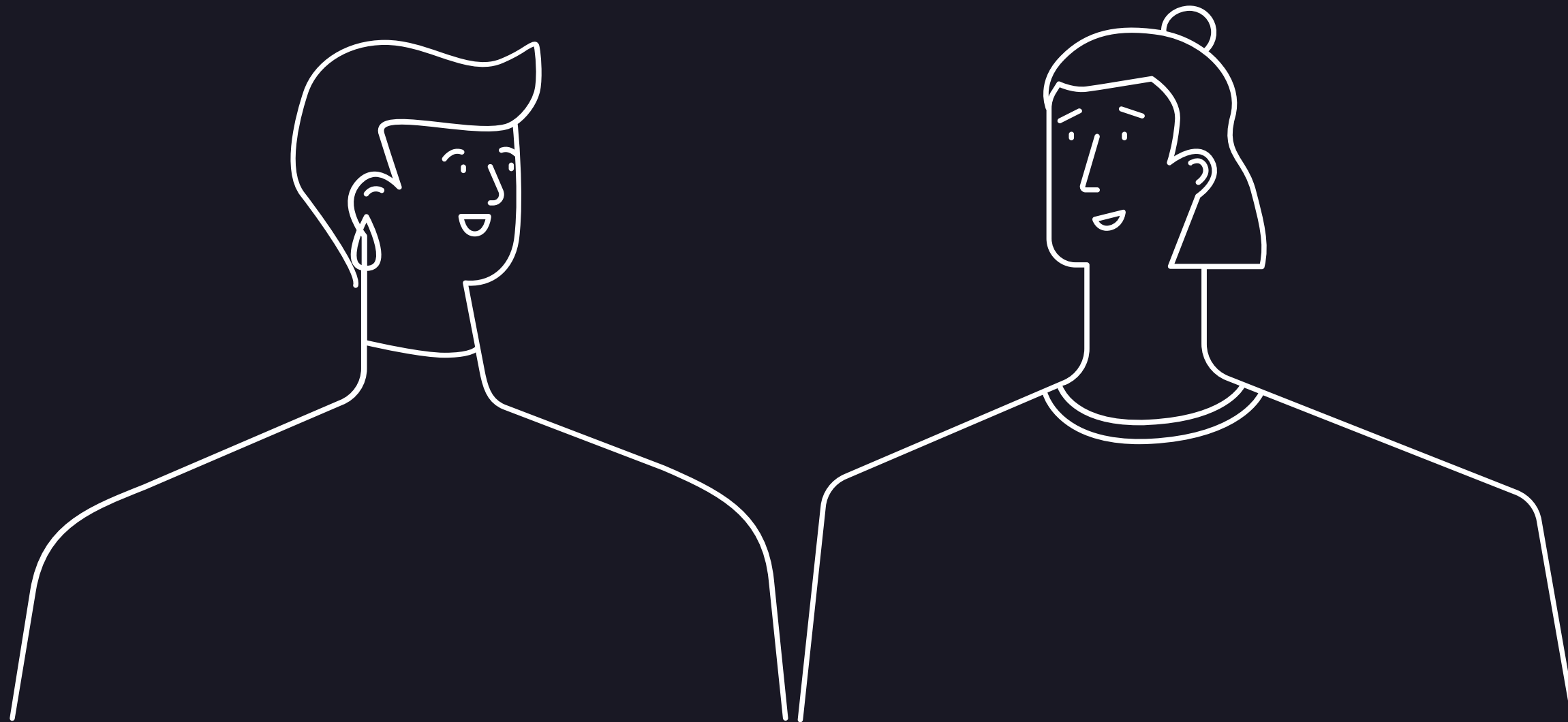


HOW TO DEMONSTRATE IT CRITICAL ANALYSIS



- What does this mean/suggest?
- Why is this significant?
- What are the implications?
- Is this successful?
- Therefore....
- Identifies the significance
- Evaluates strengths and weaknesses
- Weighs one piece of information against another
- Makes reasoned judgments
- Shows why something is relevant or suitable
- Indicates why something will work best
- Shows the relevance of links between pieces of information
- Draws conclusions

ICA 2 AND ICA 3



TO WHAT EXTENT IS THE MEAL KIT INDUSTRY EVOLVING IN RESPONSE TO THE CHANGING NEEDS OF AUSTRALIANS?

The Cost

Have moved to more competitive pricing (however this may still be expensive for the everyday family?)

Catering for a broader range of lifestyle choices

Meal Kit companies are offering broader choice to appeal to customers such as vegan meals, meals to cater for specific dietary requirements, and low calorie options.

Covid's Impact on the Meal Kit Industry

- More people staying at home and in the kitchen
- Broader customer base (ie older people who don't want to go out)
- Rise in meal kits from restaurant (not just the typical companies such as Hello Fresh, Marley Spoons).

§ You will need to plan, prepare and present 1 serve of a dish appropriate to include as part of meal kit package. As part of your meal kit you must include a recipe card detailing the following:

- Name of dish
- Preparation
- Time
- Amount of serves
- Ingredients
- Picture of each step with instructions
- A picture of the final dish
- Any other necessary information to ensure customer satisfaction

§ You must demonstrate;

- Organisation and time management (PA2)
- Organisation and management of resources (PA2)
- Your ability to select and apply appropriate technology to prepare and serve food (PA3)

PRACTICAL

§ Complete the Photo Evidence Checklist

EVALUATION

connections
between research and/or
planning, and practical
application.

