

WELCOME



"My name is Catherine and as a busy Mom of two, I had a fantasy that I could feed my kids every single day with well-balanced, flavourful and homemade food that does not require me to wake up every day at 6am to prepare it...

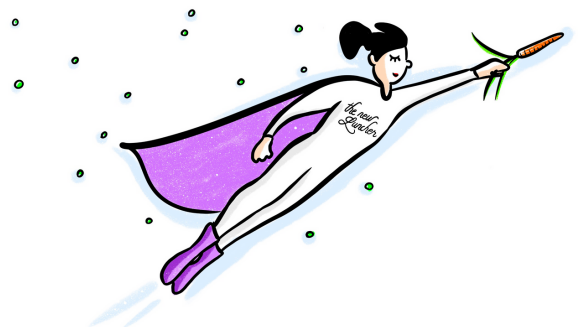
Future's heroes need great food today, and there is no better place than school to learn how to eat well, right?

So I created the New Luncher. A company with the mission to put in our children's lunchboxes meals prepared with food cooked from fresh ingredients, cultivated and curated from trusted sources in the hands of a team of culinary chefs, to make their school lunch a moment of excitement, learning and pleasure."

Catherine Lesselin

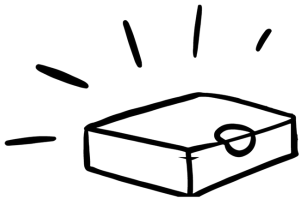
Summary

- What do we do?
- How to order step by step?
- How to pay?
- How is lunch delivered?
- Where and when will the lunch be delivered?
- How to be a great luncher?



What do we do?

We are cooking and delivering healthy and tasty lunchboxes to children at school. To allow all children to discover new tastes and to be exposed to a wider variety of food, we have a cookbook composed of more than 600 recipes of Western or Asian influence. All the meals are tasted and approved by children.



**52
HKD**

Standard lunchbox

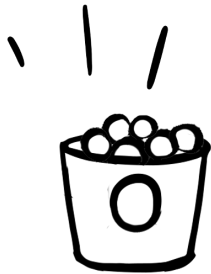
3 menus available everyday:
Western, Asian and Vegetarian



**18
HKD**

Snack

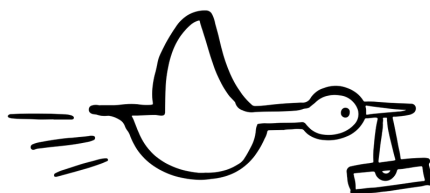
Healthy baked pastries and cakes



**18
HKD**

Dessert

Mainly fruits and dairy preparations



FREE DELIVERY

Warm and directly
to your child's hand



How to order step by step

The first time



1. Visit our website: www.thenewluncher.hk and **sign-up**. Only one account per family is necessary.
2. **Add a luncher** and follow the steps to create your personalised meal plan.
3. Select your **child's school and class**
4. Prepare your meal plan by selecting between an **Asian, Western, or Vegetarian** recipe.
5. Add a **snack or dessert** for each meal
6. Select your preferred **days of delivery** (min. 2 lunch per week)
7. Register your credit card and **pay for your first-month meal plan**.

Every month



1. Receive on the **15th** of each month your new menu by email.
2. Log in to your account if you want to discover the new recipes and make changes. **Add, change or cancel** what you want. You can also sit back and relax, **your meal plan is automatically generated** according to your preferences.
3. Your **credit card will be charged automatically** on the **20th** for the following month.

Every day at school

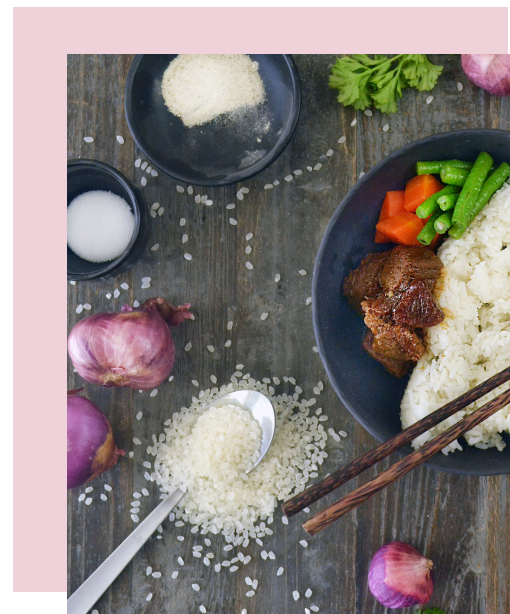


Abracadabra, your child receives a warm and tasty lunchbox directly to his/her hands. A **magic moment** and a new surprise every day!

Our engagements

We chose the best ingredients

Feeding your kids well starts with good products. We cook only with ingredients that you know how to spell the names and we source them carefully from trusted farmers across the world. Our fruits and vegetables come mainly from South East Asia, we have intentionally chosen to avoid all sourcing from China.

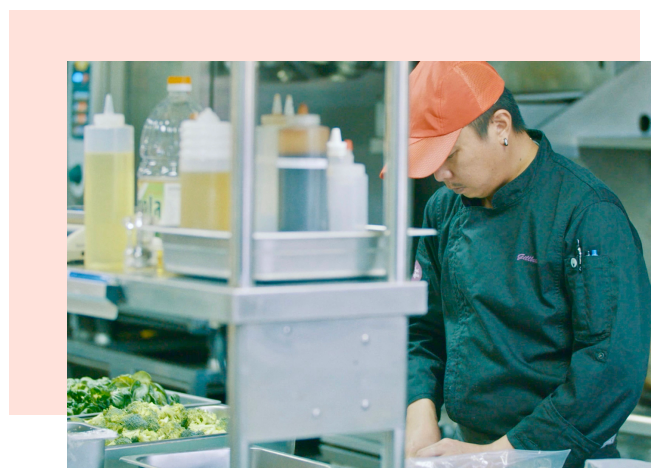


We elaborate our menu with our nutritionist

Together, our nutritionist Georgine Leung and our chefs are creating menus perfectly adapted to children's needs. The nutritional balance of the menus is reviewed over a full week, following specific guidelines that you can find on the last page of this document.

Cooked from scratch by our chefs

Our food is freshly cooked every morning using healthy cooking methods like boiling, oven baking, or steam cooking. We do not use deep-frying methods to avoid any nutrition loss.





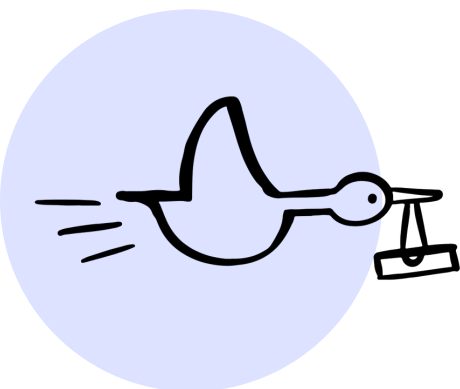
How to pay?

By ordering your first meal plan you have started a monthly subscription. On the 15th of each month, you will receive your meal plan by email. On the 20th, we will automatically bill your credit card for the next month's meal plan. You can just sit back and relax! If you want to stop your subscription, you can cancel it directly on your account before the 20th of the previous month. NO commitment, NO obligation, you can take a break when you need it!

How is lunch delivered?

You child will receive his/her meal warm and directly at his/her classroom around 20 minutes before lunchtime. His/her hot and tasty lunchbox will be kept inside a thermal bag, which keeps the meal hot for 4 hours.

No worries, there's no chance that your kid's lunch will be mixed up with the others as we have your kid's name and we place a recognisable sticker with the menu option on the top. Now he/she can grab a spoon and get ready to dig the food!



Where and when will the lunch be delivered?

Place of delivery:
Time of delivery:
Contact at School:

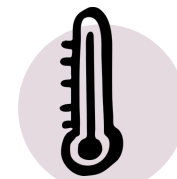
How to be a great luncher?

We are very happy to count you as our ambassador and we'll do our best to make your child a happy Luncher! To this end, please note these 4 good practices:



100% ONLINE:

We are glad to be a 100% online service, and we want our service to be a child's play for parents. Please note that you can manage your subscription online from A to Z: Order your meal plan, Choose the menus, Change or add options, Cancel your subscription... anytime and anywhere. Easy, simple and fast!



4 HOURS TO YOUR KIDS BELLY:

We are proud to be game-changers but we should follow the rules, and our children's health is no laughing matter. Your child should consume his/her meal within 4 hours after the preparation (from 10:00-14:00). If you choose to consume our food after these 4 hours we can't be responsible if any issue comes out.



ZERO CUTLERY:

This planet is theirs, let's do our best to keep it beautiful and clean by avoiding single-use cutlery. We'll not provide any cutleries, so remind your child to bring their favourite one every day.



4 DAYS POLICY:

As we cook only fresh ingredients from scratch, we need 4 days to order and prepare the right ingredients that will make a great meal.

Meal modification (change or add) should be made at least 4 business days before the date of delivery and are free of charge.

Meal cancellation should be made at least 4 business days before the date of delivery and the amount refunded will be subject to 30% of fees.

Sick leave: If you know your child will be absent from school for more than 2 days, please contact us by email along with a doctor certificate or call us. We will then fully refund your cancelled orders starting from the second day.

Holidays and Field trip: Your child's holidays are automatically synchronised in our system; you don't have to worry about it. Concerning school events and field trips, we will send you an e-mail at least one week before for you to cancel the lunch. This is your responsibility to manage the cancellation. If your child participates to a field trip, drop us a line by email or chat, just in case!



*the new
Luncher*
FOOD EDUCATION

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Customer support

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