



FOR PRODUCE BOX COMPANIES

Your produce. Our engine.

Chop it is the planning and shopping technology that turns your box into an easy week of meals, so customers keep coming back.

PARTNERSHIP PROPOSAL · POWERED BY CHOP IT

THE BOX LIFE

Everyone wants to be a box household.

01 Better produce

Seasonal fruit and veg, picked for flavour by growers who care.

02 Less waste

Bought for the week, not on impulse in the aisle.

03 Better value

Cheaper per meal once the week is built around the box.

Your customers already believe it. It's why they signed up.



the hard part is done

WHAT GETS IN THE WAY

It's not the box. It's the admin around it.

Two or three shops a week, recipes in five places, and no single plan that joins them up. That's a job for software, not for your customers.

A BOX HOUSEHOLD'S WEEK

TUE	Box arrives. What do I do with the kohlrabi?
WED	Work out what's missing
THU	Midweek top-up, different app
SAT	Big shop, planned from scratch
SUN	Veg wilting in the fridge drawer

You've built the supply chain. The missing piece is the engine that plans the week.



HOW IT FITS

Chop it is the engine behind the box



IN

Your box

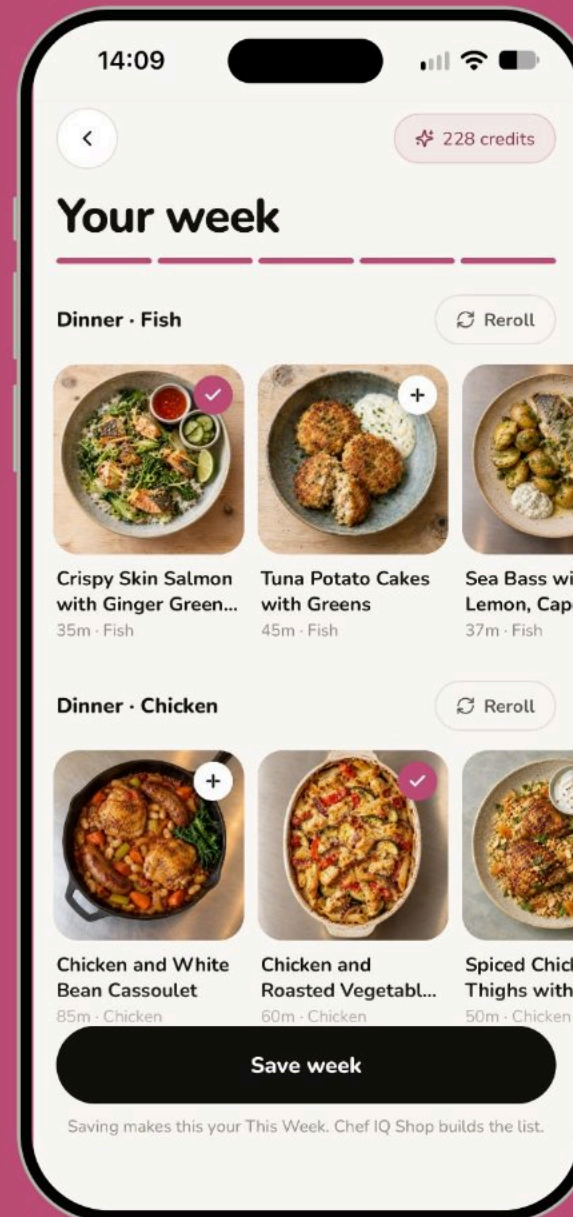
Logged to the pantry on delivery



IN

Their supermarket

The shop they already do



The engine

01 Recipes matched to your range

02 Pantry that knows the box

03 Weekly planning

04 Chef IQ

05 One list to 6 supermarkets

IN YOUR BRAND



OUT

One planned week

Everything in the box has a dinner

One shopping list

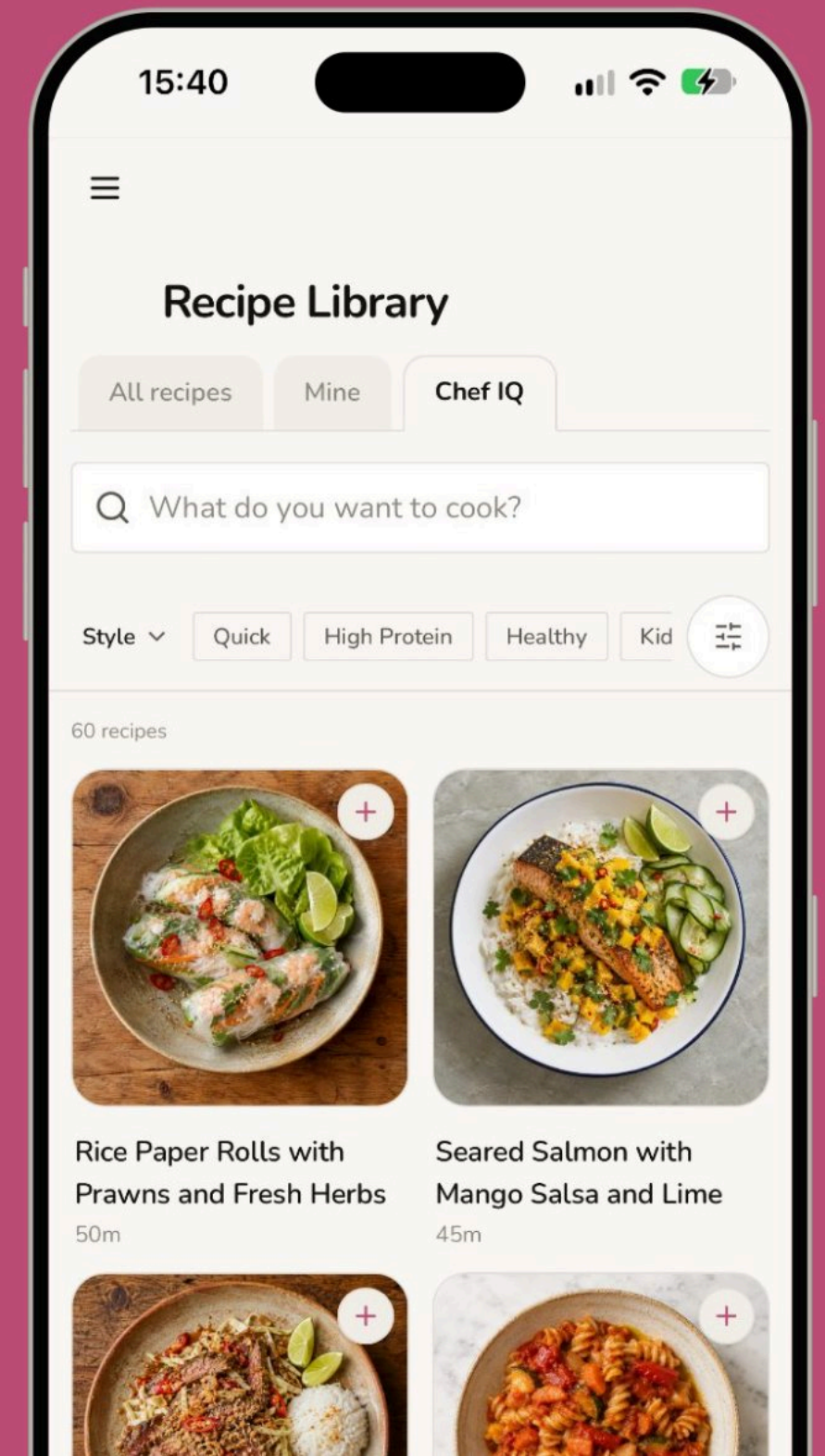
Sent to their supermarket app

A reason to reorder

The next box already has a plan

Make your box the centre of their week.

- 01 Everything in the box gets used
- 02 The rest goes straight to their supermarket app
- 03 All in your brand, powered by Chop it

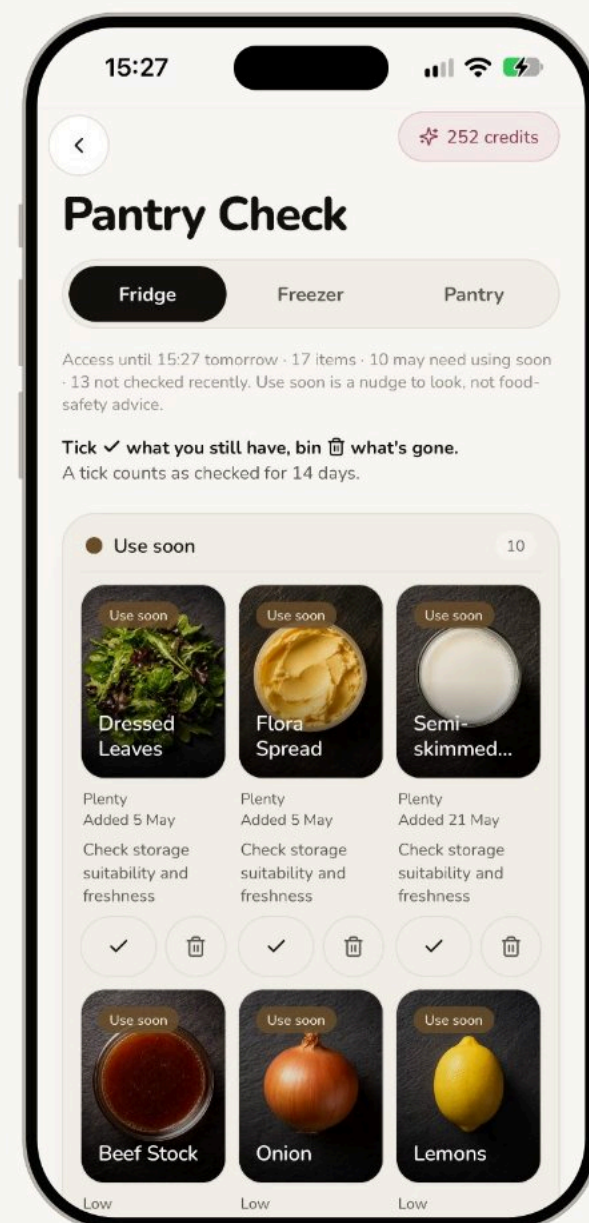




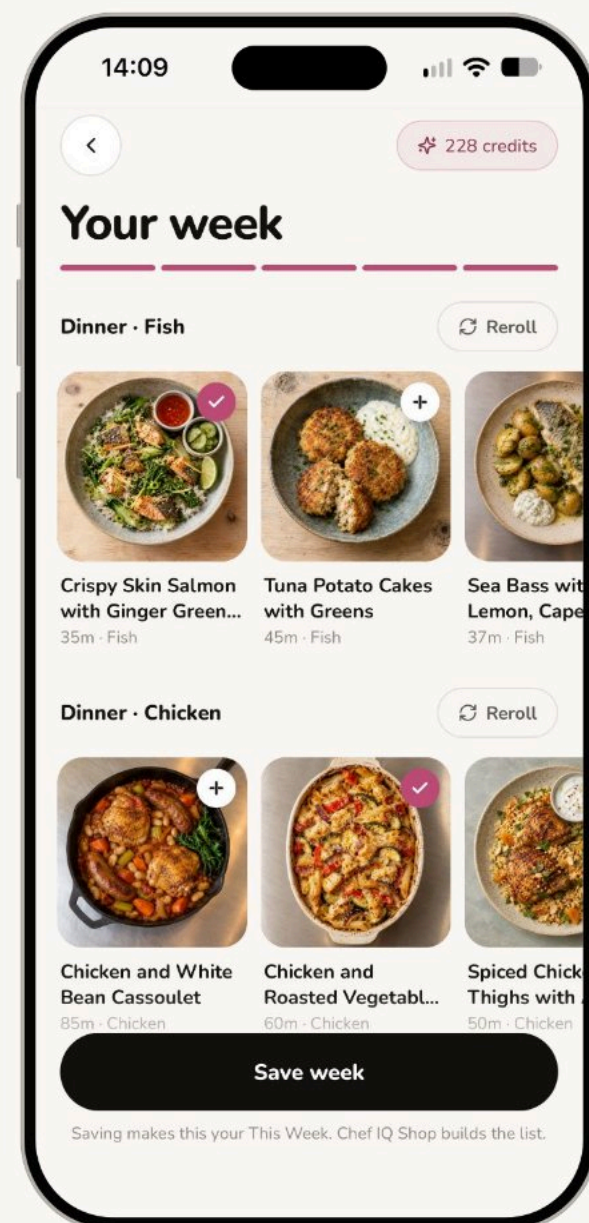
Delivery day, in under a minute

LIVE IN THE APP TODAY

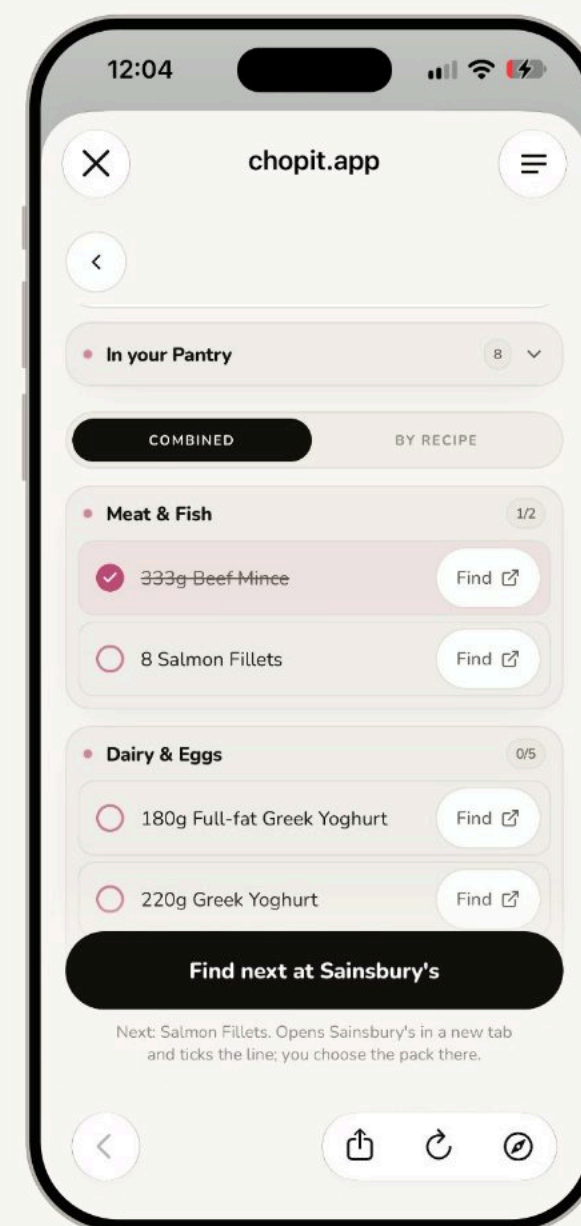
01 Box lands in the pantry



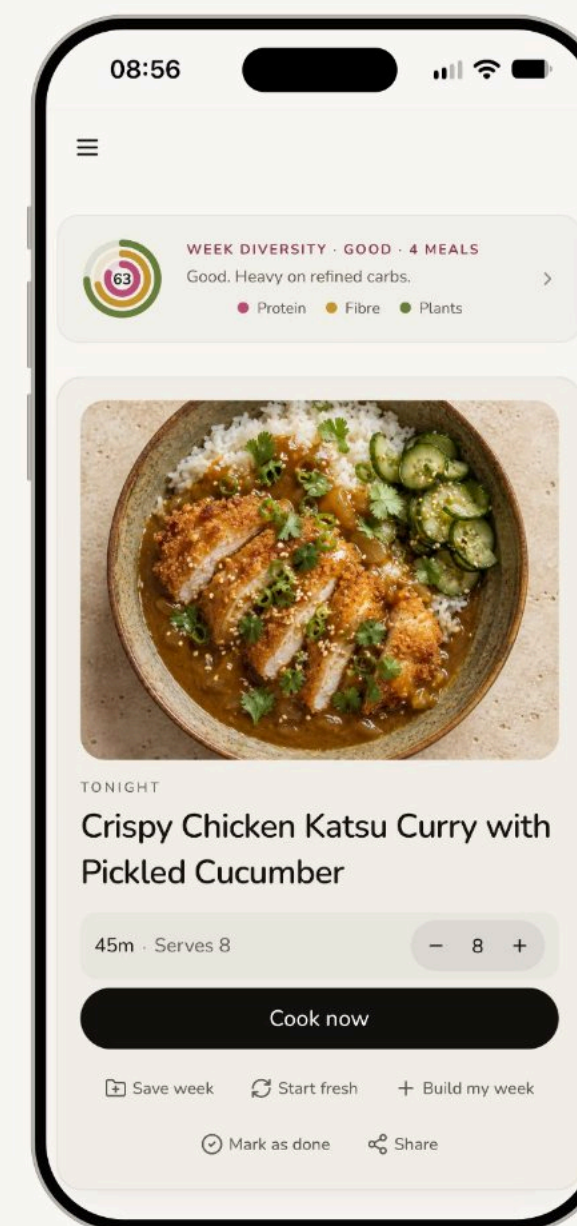
02 Week planned around it



03 Top-up sent to their supermarket



04 Cook, scaled to the household





Your box leads. The supermarket fills in.

Customers still do their big shop. It's just planned around your produce now.

DINNER

Salmon with ginger greens

Chicken, leek and white bean cassoulet

Sticky pork stir-fry

Roast squash and kale risotto

Beef and tomato ragù

FROM YOUR BOX

Pak choi, spring greens

Leeks, carrots

Peppers, spring onions

Squash, kale

Tomatoes, carrots, celery

FROM THE SUPERMARKET

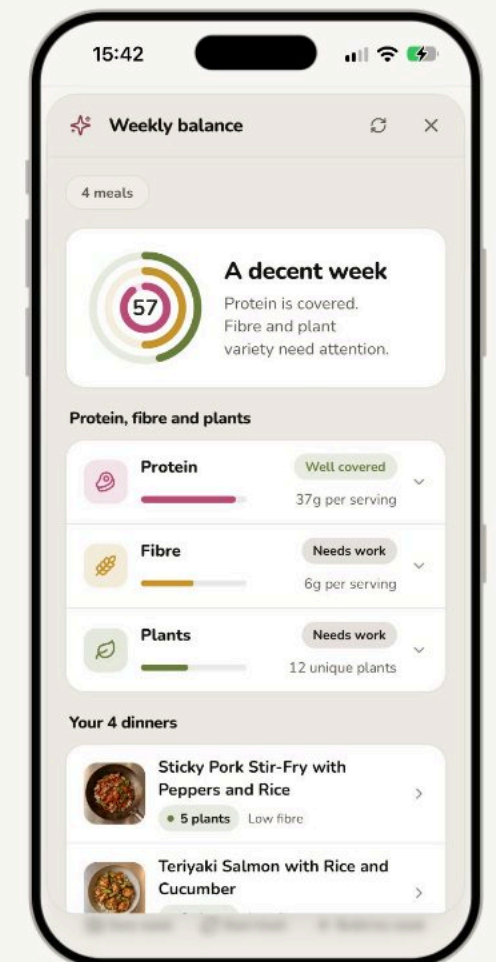
Salmon, rice, ginger

Chicken thighs, cannellini beans

Pork loin steaks, noodles

Risotto rice, parmesan

Beef mince, pasta



Nothing in the box is left without a plan.

plants and fibre, scored weekly



WHAT YOU GET

Today you see them at checkout. With Chop it, you're there at dinner.



More reorders

A fresh plan for every box answers meal fatigue.



Bigger boxes

Next week's plan suggests extras to add to the next box.

BUILT IN THE PILOT



Range insight

See which veg gets cooked, and which gets left.



Your brand at dinner

Your name on the app they open to plan, cook and shop.

PRICING

Join as a founding partner

SET-UP

Founding partner

£1,000

Standard set-up ~~£5,000~~

Recipes mapped to your range and a co-branded beta app on TestFlight in 30 days.

MONTHLY

£500

 a month

Covers maintenance and keeping the service running. Minimum 12-month contract.

Customers pay for Chef IQ**£2.99/mo · £19.99/yr**

The app charges for the AI features, as Chop it does today.

INCLUDED

Co-branded app and web

Recipes mapped to your range

Chef IQ, paid by customers

Top-up to 6 supermarkets

Monthly range report (from the pilot)

PAYBACK

It pays for itself with

140 extra
boxes

That's one extra box a year from 1 in 14 of
your subscribers.

Founding year cost	£7,000
Average box value	£50
Active subscribers	2,000
Extra boxes to break even	140

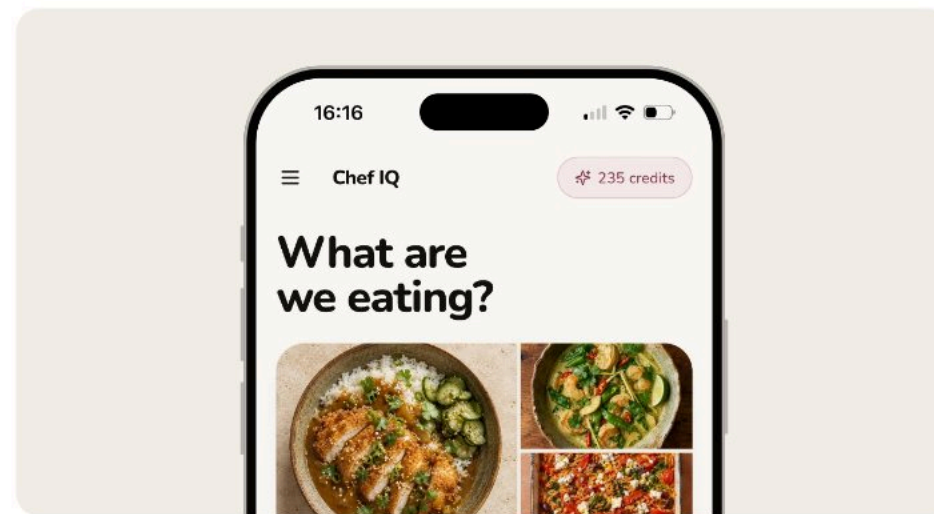
GETTING STARTED

Beta in 30 days. Proven in 90 more.

no build on your side

01 DAYS 1–30

Build and beta



WE DO

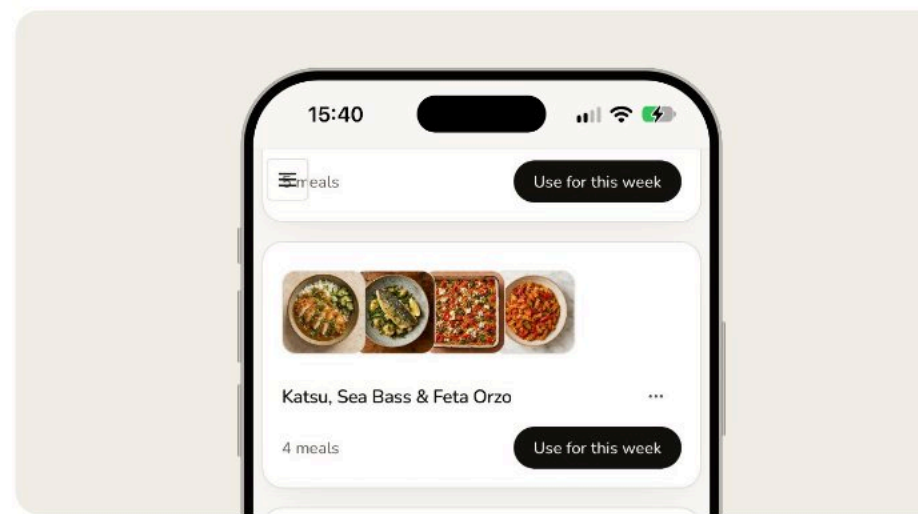
Map your range to recipes and deliver a branded beta on iOS TestFlight

YOU DO

Share your range and brand assets, then test and sign off

02 NEXT 90 DAYS

Go live with one cohort



WE DO

Run the app, Chef IQ and the supermarket top-up

YOU DO

Add a QR card to the box and a line to the delivery email

03 DAY 120

Read out

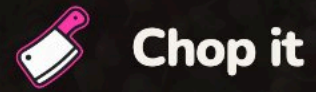


WE DO

Reorder and skip rate against a control group

YOU DO

Decide whether to roll out to every customer



**You source it.
We plan it.
They come back.**

Make your box the easiest way to eat well all week.

FOUNDING PARTNER OFFER

£1,000

set-up, normally £5,000

£500

a month, 12-month minimum

START THE PILOT