

Meredith Corporation Partners With eMeals To Bring Curated Meal Plans To Millions Of Home Cooks

Allrecipes, Better Homes & Gardens and EatingWell Provide End-to-End Weekly Meal Plan Solution That Can Be Delivered or Gathered for Pickup by Walmart, Kroger, Instacart and AmazonFresh

DES MOINES, Iowa and NEW YORK, March 19, 2018 /PRNewswire/ -- Meredith Corporation (NYSE: MDP; www.meredith.com), the nation's leading media and marketing company serving nearly 200 million unduplicated American consumers every month, including 85 percent of U.S. Millennials, today announced the launch of a partnership with eMeals, the leading digital meal planning solution for over a decade, to bring editorially curated meal plans to millions of home cooks. Through this partnership, *Allrecipes*, *Better Homes & Gardens*, and *EatingWell* users will have access to a trusted, end-to-end meal planning solution, from recipe inspiration to shopping list creation and grocery fulfillment – all in one seamless app experience.

Each week, users can log into the eMeals app to view customized meal selections from their favorite brands, developed by Meredith editors and staff nutritionists. Users can select the meals they wish to add to their weekly plans, save recipe favorites, and automatically generate a weekly shopping list of ingredients with the click of a button.

Users can shop themselves or save time by skipping the grocery store with integrated pickup and delivery options. Users can place their order within the eMeals app for pickup at Walmart Grocery and Kroger ClickList locations, or for same-day home delivery through AmazonFresh, Instacart and soon through Shipt.

"The magic of these plans is that top-rated, editor-curated recipes from *Allrecipes*, *Better Homes & Gardens*, and *EatingWell* are now available in an easy-to-use app that simplifies dinner planning and allows users to optionally send their shopping list to one of our integrated grocery pickup and delivery partners," said Forrest Collier, CEO of eMeals. "This is a fresh way to leverage recipes created by three of today's favorite consumer brands in a practical tool that helps families eat healthier, more affordable dinners."

This partnership comes alongside Allrecipes' own **direct integration** with AmazonFresh and Instacart for recipe ingredient fulfillment, expanding the ways in which Meredith is helping home cooks discover new recipes and make it easier to get meals on the table.

"We are committed to helping our audience of millions of home cooks get dinner on the table faster, easier, and with more variety," said Andy Wilson, SVP of Revenue for Meredith Corp. "eMeals is a leader in digital menu planning, and through this partnership, we're giving people a meal kit alternative that greatly simplifies the meal preparation and grocery shopping process."

Meal kits in U.S. grocery stores generated \$80.6 million in sales last year, a 6.7 percent increase from the previous year, according to Nielsen, with more than one-third of consumers (36 percent) expressing interest in buying meal kits. According to food data company Food Genius, up to 80% of Americans don't know what they're having for dinner by 4pm that afternoon, making the convenience of meal planning and meal kit solutions particularly valuable.

The meal plans will be promoted with media across Meredith Digital properties, via dedicated emails and social posts, and with call-outs in *Allrecipes*, *Better Homes & Gardens* and *EatingWell* magazines.

Users can sign up for a free 14-day free trial at emeals.com/allrecipes, emeals.com/bhg or emeals.com/eatingwell. After the trial period, memberships are offered for as low as \$5 per month for a 12-month subscription.

ABOUT MEREDITH CORPORATION

Meredith Corporation (NYSE: MDP; www.meredith.com) has been committed to service journalism for more than 115 years. Today, Meredith uses multiple distribution platforms — including broadcast television, print, digital, mobile and video — to provide consumers with content they desire and to deliver the messages of its advertising and marketing partners.

Meredith's National Media Group reaches nearly 200 million unduplicated American consumers every month, including 85 percent of U.S. Millennials. Meredith is a leader in creating content across media platforms and life stages in key consumer interest areas such as entertainment, food, lifestyle, home, parenting, beauty, fashion, news and sports. Meredith also features robust brand licensing activities including more than 3,000 SKUs of branded products at 5,000 Walmart stores across the U.S. and at walmart.com, as well as innovative business-to-business marketing solutions provided by Meredith Xcelerated Marketing.

ABOUT eMEALS

eMeals, America's leading digital meal planning solution for over a decade, is now redefining dinner with a more convenient and affordable meal kit alternative. Every week, eMeals provides easy-to-follow recipes and a one-click shopping list that seamlessly connects to online grocery pickup at Walmart Grocery and Kroger ClickList locations and to home delivery through Amazon Fresh and Instacart. Subscribers have access to 15 curated food style plans tailored to different dietary goals and eating preferences. Life is hard; make dinner easy. Visit www.emeals.com to sign up for a two-week free trial.

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