



THE TRUE
ITALIAN EXPERIENCE IN A

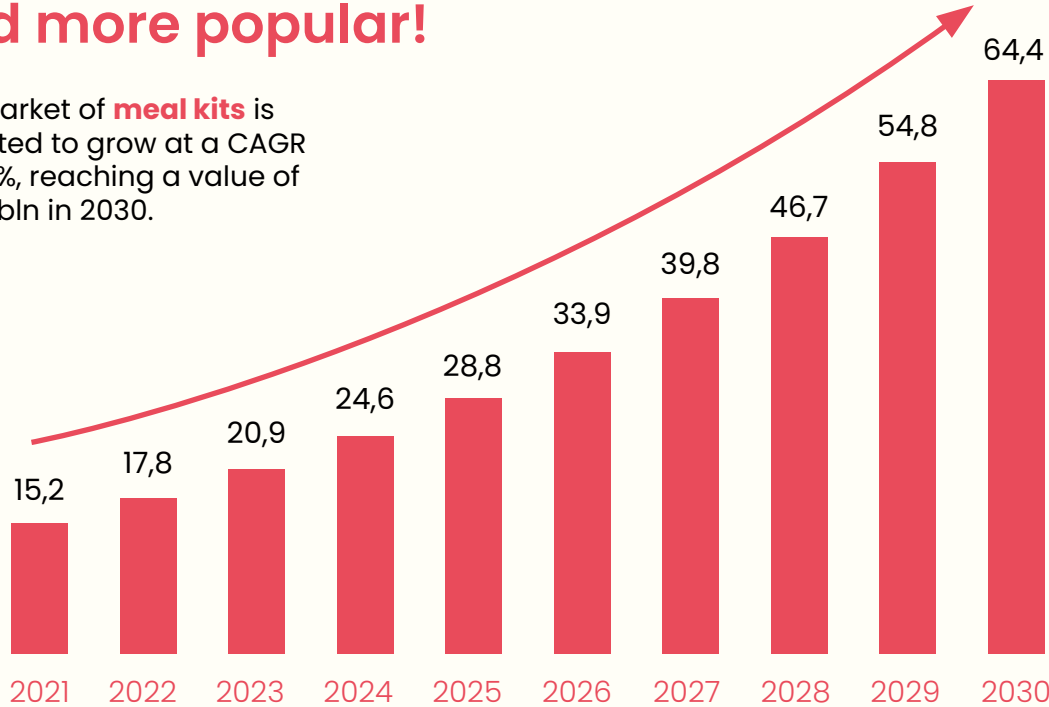
MEAL KIT

Italian traditional recipes



Meal Kits are becoming more and more popular!

The market of **meal kits** is expected to grow at a CAGR of 17,4%, reaching a value of \$64,4 bln in 2030.



What's behind this trend?



Lack of **TIME**



EASY and **HEALTHIER** dinner for any day



Lack of **COOKING SKILLS**



Option to try **DIFFERENT CUISINES**



Attention to **FOOD WASTE**



Experience a new way of **HAVING FUN**



Our vision

Bring to the table, in every home of the world, the **quality of the Italian cuisine**, simply with a Box.

Our mission

Creating **experiences** to make people **feel good** by stimulating their taste and mind with a meal kit, whose ingredients are perfectly balanced and carefully selected among the **Italian excellences**.

Chiara
Founder of
My Cooking Box

LASAGNA KIT

LASAGNA
WITH
VEGETARIAN
RAGÙ



I remember when I used to walk into my grandparents' house and smell the fragrance of gently frying onion, celery and carrots: the first step in making ragù for lasagne, a dish for the whole family to enjoy together! Enjoy my lasagne with the people you love!

WHAT IS INSIDE:

- Lasagna sheet
- Vegetarian Bolognese Sauce
- Bechamel mix

2/4 SERVINGS
PORTIONS



PIZZA KIT

ITALIAN
PIZZA
CRUST



I can remember when I was a little girl and I used to make pizza: with my dad and my siblings: kneading the dough was such fun, and everything was a pretext for having a good time together! We always used to make deep-pan pizza: it was the best ever, because it was home-made with my family! Enjoy my pizza with the people you love!

WHAT IS INSIDE:

- Pizza Crust Mix
- Finely Chopped Tomatoes
- Garlic Oil
- Evo Oil
- Oregano
- Salt

2 PIZZAS
PIZZA



PASTA KIT

**PENNE WITH
DATTERINI
IN TOMATO
SAUCE**



Pasta with tomato sauce is still my favorite, because it's so easy but so tasty: just a few choice quality ingredients. Whenever I cook it, I can't resist wiping out the pan I used for the sauce with a crust of bread: we call it "fare la scarpetta"! Enjoy my pasta with the people you love!

WHAT IS INSIDE:

- Penne
- Datterini in Tomato Sauce
- Evo Oil
- Salt

2/4 SERVINGS
PORTIONS



PASTA KIT

**FUSILLI
WITH CHEESE
SAUCE
AND TRUFFLE**



I found my first truffle, of 8.5 g, in the woods near Alba (in the Piedmont region), with truffle hounds! Truffles are also known as the "diamonds of the woods" because they're so rare and precious!

Enjoy my pasta with the people you love!

WHAT IS INSIDE:

- Fusilli
- Cheese Sauce
- Truffle Seasoning
- Salt

2/3 SERVINGS
PORTIONS



PASTA KIT

BAKED
ZITI WITH
VEGETARIAN
RAGÙ



My grandmother used to make *pasta al forno* (baked pasta) every Sunday: impossible to forget the goodness of her ragù, the crispness of the pasta, and the distinctive smell that spread through the house.
Enjoy my baked ziti with the people you love!

WHAT IS INSIDE:

- Ziti
- Vegetarian Bolognese sauce
- Bechamel mix
- Sea salt

2/3 SERVINGS
PORTIONS



Reasons for choosing My Cooking Box

- Easy and unique **cooking experience**
- Original italian **traditional recipes**
- **All italian ingredients** included
- **Convenience** per serving
- **No colorants** and **preservatives** used
- Always available in the pantry (**shelf-stable**)

Our commitment to quality

Among the wheat fields, rustic farms and ancient tuna fisheries in Italy we are meeting producers who are continuing **to enhance the land and tradition as they did in the past...**

...giving life to the best raw ingredients with a unique taste! This is how we select each of our ingredients.

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We are in the process to get the **GENDER EQUALITY CERTIFICATION**.

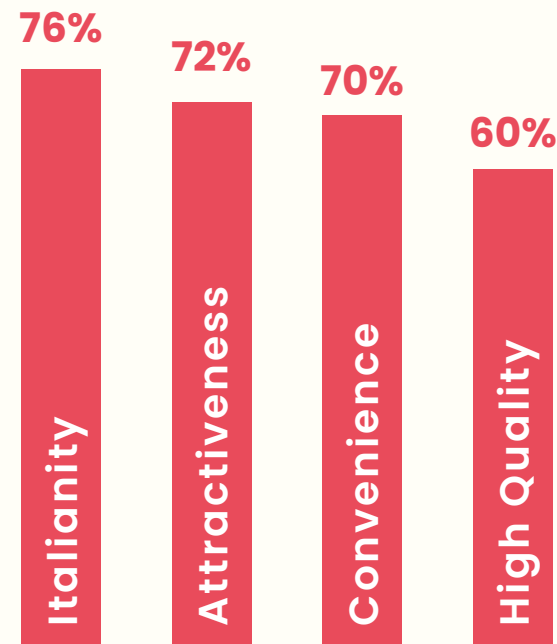


"I've selected the highest quality ingredients to make"

Quantitative market research 2023*



70%
Intention
to buy



* International Market Research Feb. 2023



MCB CODE	Product description	Servings	Net Weight gr / oz	Gross Weight gr / oz	Unit per case	Unit dimension inch (WxDxH)	Case dimension inch (WxDxH)	Case gross weight LB	Cases per pallet	Units per pallet
LAS02-US	LASAGNA KIT Lasagna with vegetarian ragù	2/4	520 g / 18.38 oz	755 g / 26.6 oz	7	5.5x2.9x7.5	5.9x21.3x8.1	12,4	140	980
PIZ02-US	PIZZA KIT Italian Crust Pizza	2	932 g / 32.9 oz	1070 g / 37.7 oz	7	5.5x2.9x7.5	5.9x21.3x8.1	17,3	126	882
ROS02-US	PASTA KIT Penne with Datterini in Tomato Sauce	2/4	699 g / 24.7 oz	858 g / 30.3 oz	7	5.5x2.9x7.5	5.9x21.3x8.1	14,0	140	980
BIA02-US	PASTA KIT Fusilli with cheese sauce and truffle	2/3	467 g / 16.5 oz	680 g / 24 oz	7	5.5x2.9x7.5	5.9x21.3x8.1	11,3	140	980
ZIT02-US	PASTA KIT Baked ziti with vegetarian ragù	2/3	655 g / 23.1 oz	890 g / 31.4 oz	7	5.5x2.9x7.5	5.9x21.3x8.1	14,5	140	980

Shelf Life: 18 Months



Contains:
48 Boxes
Display size (inch):
55.1H x 12.3L x 13W(+ crowner)

Best communication channels to support strategic growth

Web Site, Social Media, Pr And Digital Pr, Instore Promotion,...



RISOTTO KIT

RISOTTO WITH
GORGONZOLA
AND WALNUTS



WHAT IS INSIDE:

- Carnaroli rice
- Walnuts
- Vegetable bouillon cube
- Black pepper

JUST ADD:

- Gorgonzola

**FAMILY
SIZE**



PASTA KIT

RIGATONI
ALL'AMATRICIANA



WHAT IS INSIDE:

- Rigatoni pasta
- Spicy tomato sauce
- Sea salt
- Extra virgin olive oil

JUST ADD:

- Bacon or pancetta

**2/3
SERVINGS**



PIZZA KIT

PIZZA
WITH
BASIL PESTO



WHAT IS INSIDE:

- Pizza mix
- Tomato sauce
- Extra virgin olive oil
- Basil pesto

JUST ADD:

- Mozzarella

**FAMILY
SIZE**

PASTA KIT

PENNE
WITH
MUSHROOMS
AND SAUSAGE



WHAT IS INSIDE:

- Penne pasta
- Mushrooms and tomato sauce
- Sea salt
- Extra virgin olive oil

JUST ADD:

- Sausage

**2/3
SERVINGS**

LASAGNA KIT

LASAGNA
WITH
BOLOGNESE
SAUCE



WHAT IS INSIDE:

- Marinara sauce
- Lasagna sheet
- Bechamel mix
- Extra virgin olive oil
- Fine salt
- Black pepper

JUST ADD:

- Ground meat

FAMILY SIZE





Contains:
48 Boxes

Display size (inch):
**50H (+crownr 15)
x 12.6L x 19W**



Contains:
48 Boxes

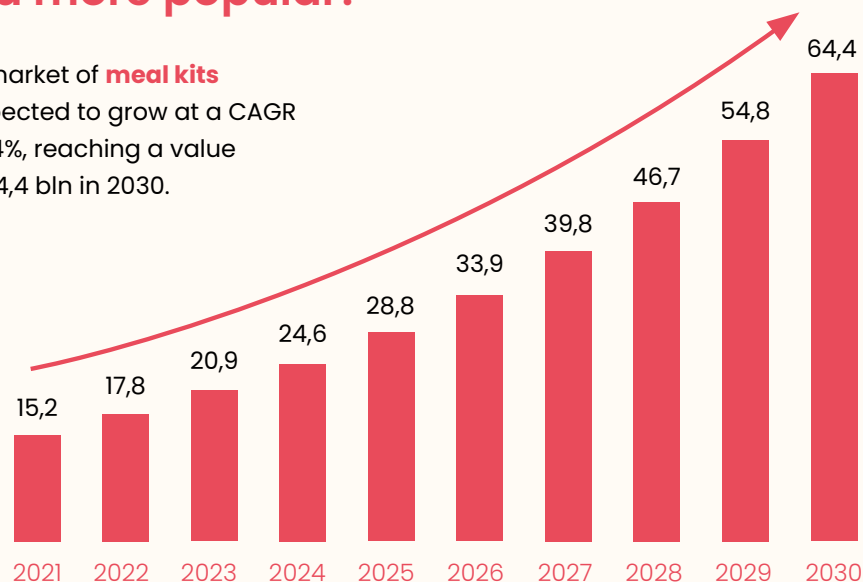
Display size (inch):
70H x 16L x 16W



MCB CODE	PRODUCT DESCRIPTION	NET WEIGHT OZ	GROSS WEIGHT OZ	UNIT PER CASE	UNIT PER DIMENSION INCH (WXDXH)	CASE DIMENSION INCH (WXDXH)	CASE NET WEIGHT LB	CASE GROSS WEIGHT LB	CASE PER PALLET	UNITS PER PALLET
DAMA02-US	PASTA KIT Rigatoni all'amatriciana	13,4	14,1	6	7.48x3.15x9.84	5.9x18.5x9.65	5,30	5,96	144	864
DPIZ02-US	PIZZA KIT Pizza with basil pesto	25,6	26,3	6	7.48x3.15x9.84	5.9x18.5x9.65	9,92	10,58	144	864
DGOR02-US	RISOTTO KIT Creamy risotto with walnuts	12,0	13,1	6	7.48x3.15x9.84	5.9x18.5x9.65	4,92	5,58	144	864
DPEN02-US	PASTA KIT Penne with mushroom sauce	13,4	14,1	6	7.48x3.15x9.84	5.9x18.5x9.65	5,30	5,96	144	864
DLAS02-US	LASAGNA KIT Lasagna with bolognese sauce	16,0	17,0	6	7.48x3.15x9.84	5.9x18.5x9.65	6,39	7,05	144	864

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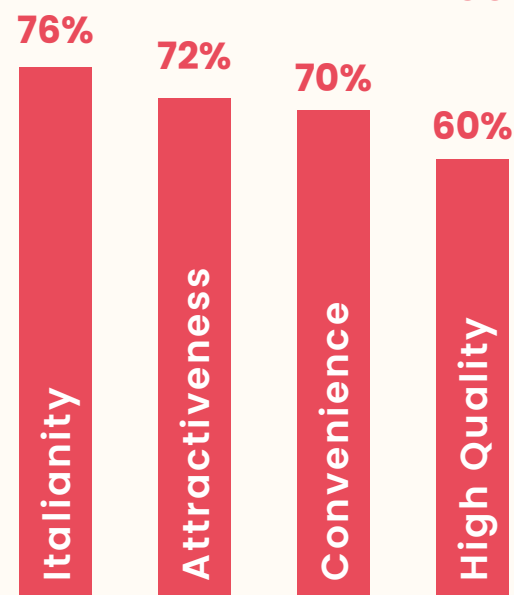
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PASTA KIT

CELLENTANI PASTA
WITH SICILIAN PESTO
AND ALMONDS



WHAT IS INSIDE:

- Cellentani pasta
- Sicilian pesto
- Almonds
- Sea salt

2/3 SERVINGS
PORTIONS



FOCACCIA KIT

FOCACCIA WITH
TOMATOES AND
OREGANO



WHAT IS INSIDE:

- 2x Focaccia mix
- Datterini tomatoes
- 2x Extra virgin olive oil
- 2x Fine salt
- Oregano

1 FOCACCIA



POLENTA KIT

POLENTA
STICKS WITH
MUSHROOM DIP



WHAT IS INSIDE:

- Yellow corn flour polenta
- Mushroom dip
- Extra virgin olive oil

3/4 SERVINGS
PORTIONS



PASTA KIT

RIGATONI
TRUFFLE
PESTO



WHAT IS INSIDE:

- Rigatoni pasta
- Red pesto sauce with truffles
- Breadcrumbs and oregano mix
- Sea salt
- Extra virgin olive oil

2/3 SERVINGS
PORTIONS



APERITIVO KIT

FRISELLE & TARALLI
WITH ARTICHOKE AND
PEPPER DIPS



WHAT IS INSIDE:

- Bell pepper spread
- Artichoke spread
- Extra virgin olive oil taralli
- Friselle bread

3/4 SERVINGS
PORTIONS



RISOTTO KIT

RISOTTO
WITH TRUFFLE
AND CHEESE



WHAT IS INSIDE:

- Carnaroli rice
- Savini truffle spread
- Cheese sauce
- Vegetable bouillon cube
- Black pepper

2/3 SERVINGS
PORTIONS

special edition


SAVINI TARTUFI

PINSA KIT

ROMAN PIZZA
WITH TRUFFLE
AND TOMATO



WHAT IS INSIDE:

- Pinsa mix
- Savini truffle spread
- Tomato sauce
- Extra virgin olive oil
- Brewer Yeast
- Sugar

2 ROMAN
PIZZAS

special edition


SAVINI TARTUFI

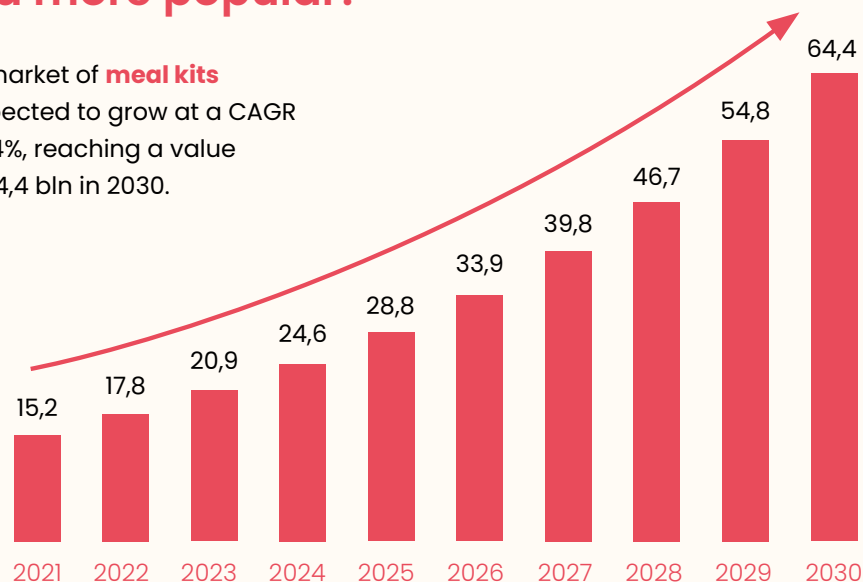




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TCPM02-US	PASTA KIT Cellentani pasta with Sicilian pesto and almonds	2/3	425 / 15	617 / 21,7	7	5,5x2,9x7,9	5,9x21,3x7,95	10,2	140	980
TFBP02-US	FOCACCIA KIT Focaccia with tomatoes and oregano	1 FOCACCIA	892 / 31,5	1173 / 41,4	7	5,5x2,9x7,9	5,9x21,3x7,95	18,8	126	882
TPCF02-US	POLENTA KIT Polenta sticks with mushroom dip	3/4	644 / 22,7	845 / 29,8	7	5,5x2,9x7,9	5,9x21,3x7,95	13,7	140	980
TRPT02-US	PASTA KIT Rigatoni pasta with red truffle pesto	2/3	403 / 14,2	582 / 20,5	7	5,5x2,9x7,9	5,9x21,3x7,95	9,7	140	980
TFCP02-US	APERITIVO KIT Friselle & taralli with artichoke and bell pepper dips	3/4	400 / 14,1	474 / 16,72	7	5,5x2,9x7,9	5,9x21,3x7,95	8	140	980
TSRT02-US	RISOTTO KIT Risotto with truffle and cheese	2/3	460 / 16,2	731 / 25,8	7	5,5x2,9x7,9	5,9x21,3x7,95	11,2	140	980
TSPT02-US	PINSA KIT Roman pizza with truffle and tomato	2 ROMAN PIZZA	652 / 23	783 / 27,6	7	5,5x2,9x7,9	5,9x21,3x7,95	12,1	140	980

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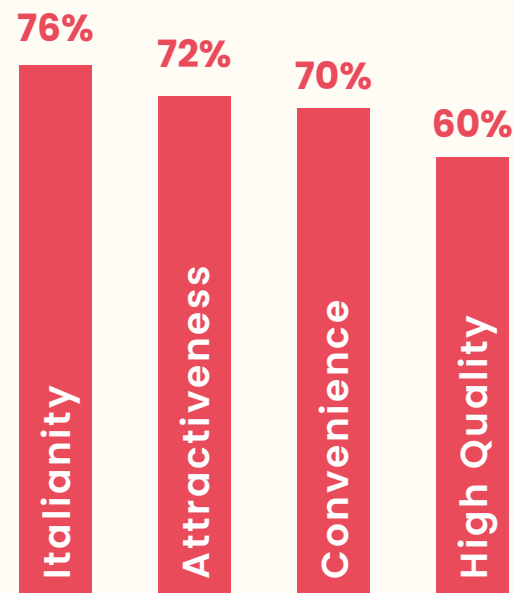
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Visit Us



Ricetta Italiana Srl
via Buonarroti, 28/30
24020 Gorle (BG), Italy

My Cooking Box Corporation
1410 Broadway, Ste 2104
New York, NY 10018, USA

Contacts

alberto.morandi@mycookingbox.it