

# Waistnot

HEAT. EAT. REPEAT.



A growing range of  
nutritious ready-made meals  
with less than 500 calories

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Waistnot meals offer a practical and appetizing choice for those looking to monitor their calorie intake, whilst offering a large variety of delicious meals to choose from!

Waistnot meals are carefully developed under the watch of a nutritionist to cap their total calories under 500. Coupled with an active lifestyle, these meals compliment the diet plan of those who want to monitor their intake of food according to their own goals.

By knowing the caloric value of the meal, those looking to gain or lose weight can structure their meal plans for the day far easier. What's more, Waistnot meals need just a few minutes of heating, so if you have a busy schedule, these are a perfect solution!



## Born with consumers in mind.



Waistnot was founded to fulfil the needs of the modern-day busy and health-conscious consumer. We developed a growing range of nutritious microwaveable ready-meals that are all under 500 calories.

Developed by professional nutritionists and offering a variety of flavours from Western, Mediterranean, Oriental, and Eastern cuisines, these meals are pre-portioned and ready to eat in just six minutes. Waistnot is an easy and practical way for consumers to monitor their calorie intake throughout the day.

Our nutritious meals are not only delicious but also help consumers achieve their weight management goals while complementing a balanced lifestyle. The wide range of options allows consumers to try new flavours for lunch, dinner or a snack, keeping them engaged and satisfied.

Waistnot is the perfect solution for those who want to eat healthy without sacrificing flavour or convenience.

*Joseph Barbara - Founder*

# Target profile.

20-45 year olds, often female, who are health-conscious and tech-savvy.

Online is their playground where they learn all news. They carry a smartwatch, read food labels, and monitor their intake and exercise.

Lead a busy life and try to fit more than the day permits. Know what to eat but often have no time. Well travelled and experiment with cuisines.

They work full time but engage in physical activity at the gym or through sports, and struggle to find the time to cook healthy meals during the week.

They would rather subscribe to expensive Healthy Meal Delivery Services than spend the weekend in the kitchen preparing a week's worth of food.

That is before they learn about Waistnot.



# A meal in 4 simple steps.



1

Remove from freezer



2

Pierce top plastic cover



3

Follow heating instructions on sleeve



4

Enjoy!

# Planning your caloric intake in 3 steps.



1 Determine desired Caloric Intake for the day

2 Choose Waistnot's calorie counted lunch and dinner options

3 Calculate calories you can afford for remaining intake

1800 kcal a day

479 kcal  
Spaghetti Kale Pesto for Lunch

473 kcal  
Chicken Korma for Dinner

848 kcal

Balance for breakfast, beverages and snacking

Waistnot meals offer a practical and appetizing choice for those looking to monitor their caloric intake.



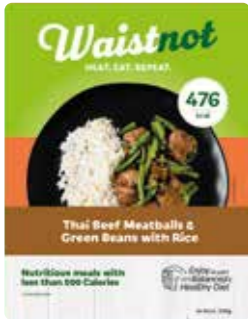
# A growing range of nutritious ready-made meals with less than 500 calories.



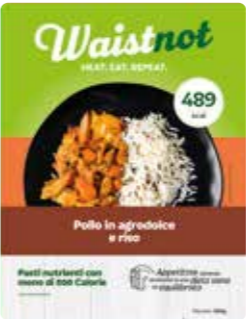
## Packing Options:

Small Box: 16 Meals in a Box / 104 Boxes in a Euro Pallet / 1664 Meals in a Euro Pallet.  
Large Box: 32 Meals in a Box / 52 Boxes in a Euro Pallet / 1664 Meals in a Euro Pallet.

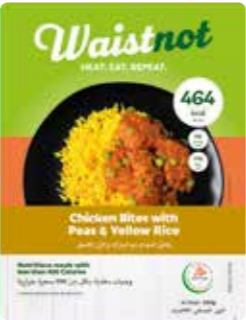
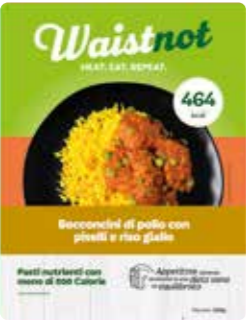
Thai Beef Meatballs & Green Beans with Rice



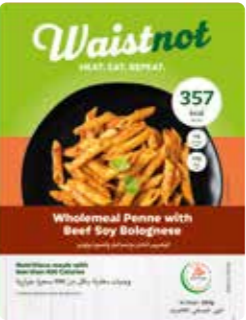
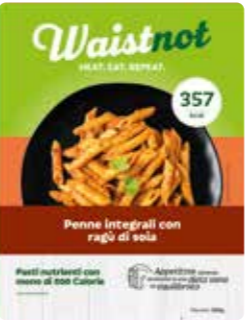
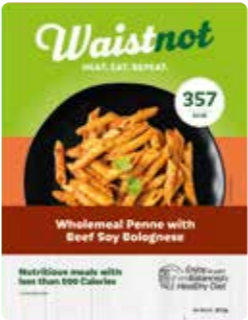
Sweet & Sour Chicken with Rice



Chicken Bites with Peas & Yellow Rice



Wholemeal Penne with Beef Soy Bolognese



## Spaghetti with Kale Pesto

**479**  
kcal

Net Weight: 230g



## Ricotta Farfalle with Asparagus

**476**  
kcal

Net Weight: 255g



## Southern Spiced Chicken Fillets with Rice

**413**  
kcal

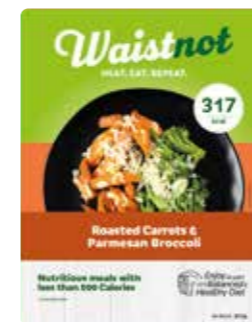
Net Weight: 320g



## Roasted Carrots & Parmesan Broccoli

**317**  
kcal

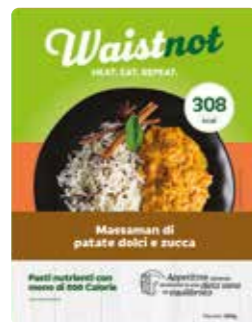
Net Weight: 250g



## Sweet Potato & Pumpkin Massaman

**308**  
kcal

Net Weight: 300g



## Green Coconut Fish Curry

**333**  
kcal

Net Weight: 300g



## Yellow Lentil & Chickpea Dahl

**441**  
kcal

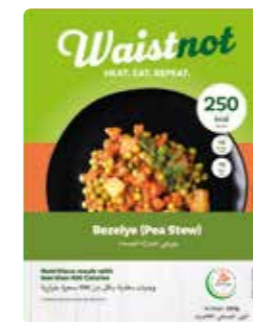
Net Weight: 350g



## Bezelye (Pea Stew)

**250**  
kcal

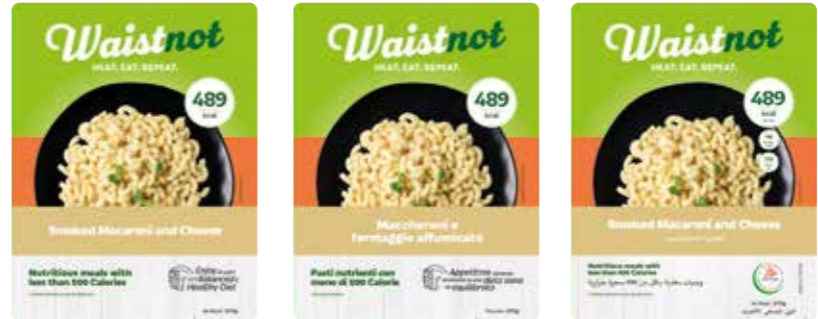
Net Weight: 350g



Creamy Beef Pasta



Smoked Macaroni & Cheese



White Bean & Barley Stew



Chicken Korma



Chicken Masala



Beef Biryani



Chicken Biryani



Quinoa Fusilli with Tomato & Olive Pesto



## Plant Based Korma



**489**  
kcal

Net Weight: 320g



## Plant Based Biryani



**491**  
kcal

Net Weight: 310g



## Plant Based Sweet & Sour



**499**  
kcal

Net Weight: 310g



## Plant Based Masala



**499**  
kcal

Net Weight: 310g



Now introducing

# A RANGE OF DELIGHTFUL FROZEN YOGHURTS



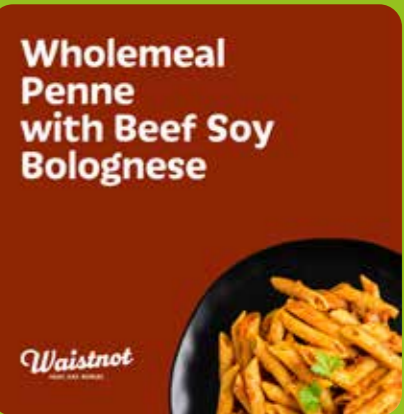
Waistnot Frozen Yoghurts are the ultimate guilt-free portioned indulgence! Bursting with creamy goodness and a tantalizing array of flavours, our frozen yoghurts are a refreshing treat under 99 calories.

Made with top-quality ingredients and crafted to perfection, each spoonful is a delightful symphony of taste and texture. Whether you crave classic favourites like vanilla, chocolate and strawberry or prefer to deviate with our cookies variant, our frozen yoghurts offer something for everyone. Plus, with their low-fat and low calories, you can savour every spoonful knowing you're treating yourself to a wholesome delight.

Dive into a swirl of satisfaction with our irresistible frozen yoghurts – a delicious way to chill out and treat yourself! Gone are the days of deprivation.

**Waistnot**  
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# Marketing collateral.



**Waistnot**  
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# What consumers had to say.\*

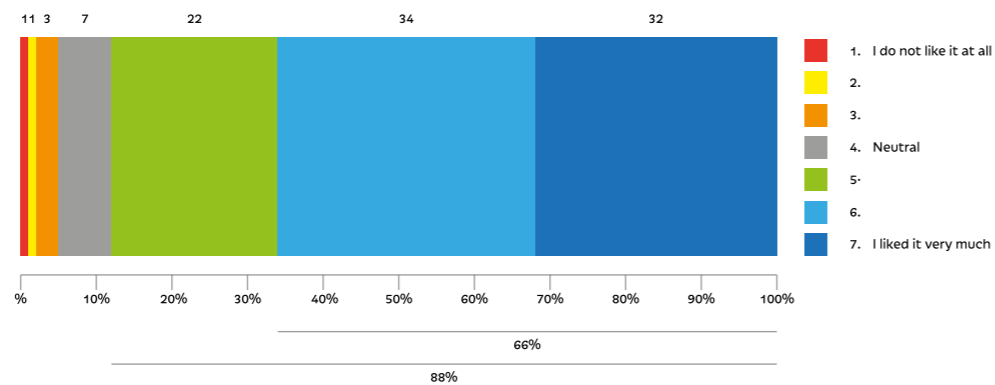
## Concept Likeability.

Mean Score

**5,8 on 7**

### Likeability

N1. How much did you like or dislike the description of the new product through the description and the photos that you saw?

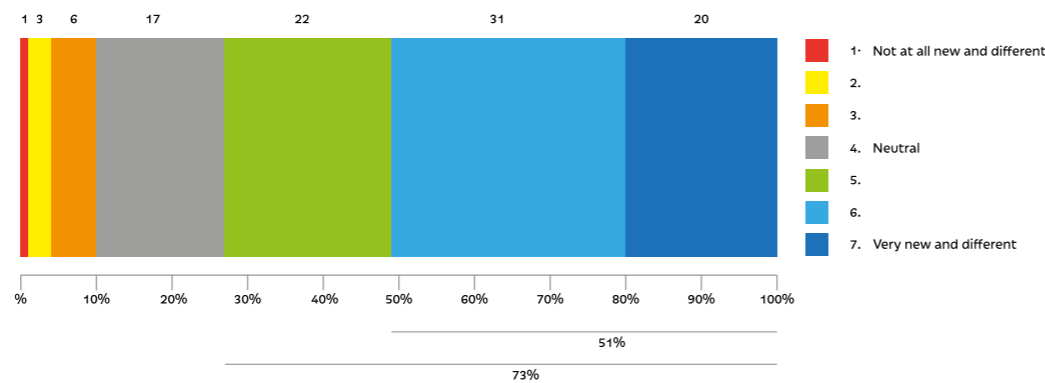


Mean Score

**5,3 on 7**

### New & Different

N4. How new and different do you think the products you saw through the photos and description are?

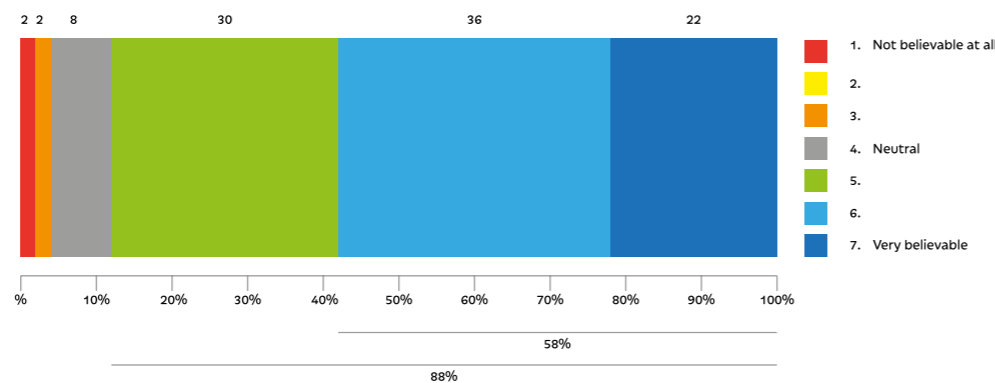


Mean Score

**5,1 on 7**

### Believability of the Concept

N5. Is the description of the products you just read believable?

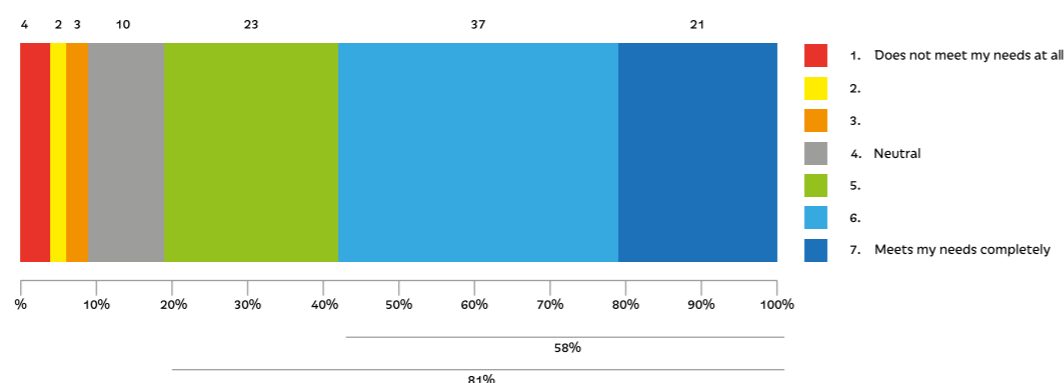


Mean Score

**5,4 on 7**

### Relevance

N6. And how well Waistnot products meet your needs based on the description and photos you saw?



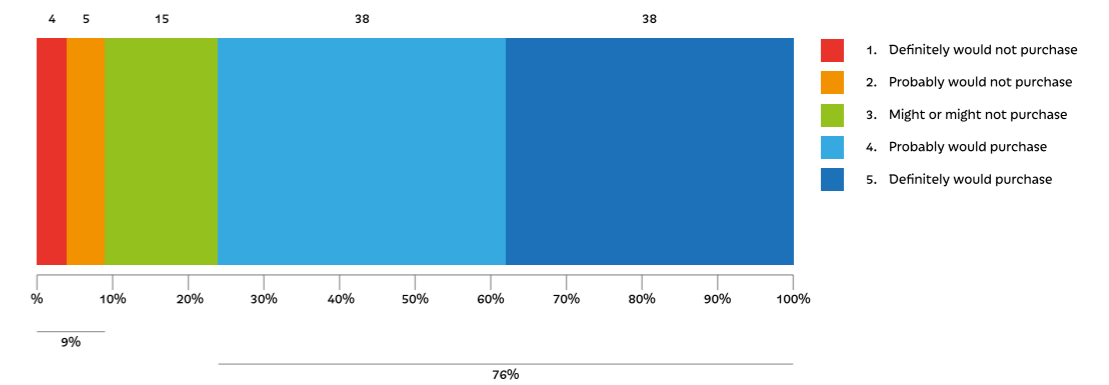
## Intent to Purchase / Consume.

Mean Score

**4,0 on 5**

### Unpriced Purchase Intention

N7. How likely would you be to buy Waistnot products, after the description and photos of the products you saw?

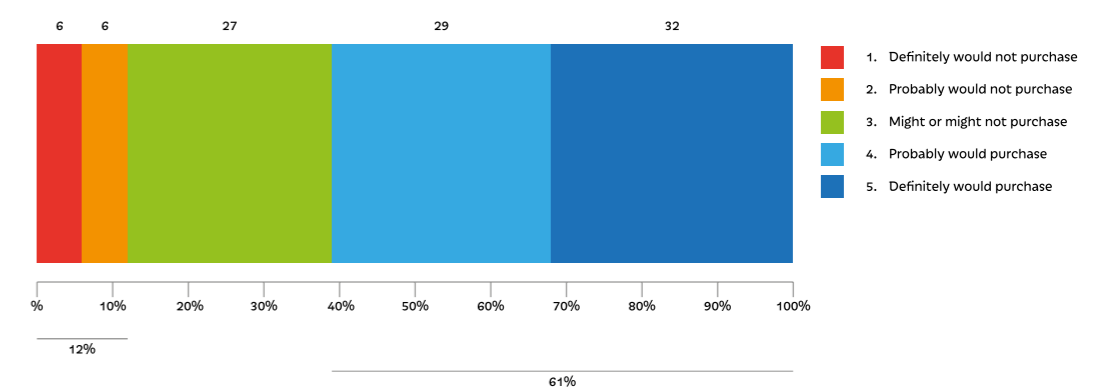


Mean Score

**3,8 on 5**

### Priced Purchase Intention

N13. How likely would you be to buy the specific product of Waistnot, at the price of €5.99?



## Summary.

600 respondents on average rated their likeability of concept **5,8 over 7**

Over 66% of respondents rated the Waistnot concept **6 or 7 over 7**

Waistnot concept scores extremely high in Differentiation, Believability and Relevance to target consumer

Intention to purchase rated on average **4 on 5** in Unpriced and **3,8 on 5** in Priced solicitation

Unpriced: **76%** of respondents almost sure to purchase

Priced: **61%** of respondents almost sure to purchase

\* Greek Market Consumer Research / Ipsos Greece July 2023

# Key research findings.



**Growing category  
driven mainly by convenience**



**Consumers demanding innovation  
and variety beyond  
mainstream ready-meal offerings**



**Waistnot brand and offering  
liked and relevant**

**76%**

**Unpriced purchase intention:  
76% almost certain to buy product  
after evaluating concept**

**61%**

**Priced purchase intention:  
61% almost certain to buy product  
after evaluating concept**



**Healthy,  
nutritious,  
any time!**

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EAT.  
REPEAT.

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