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Cooking Up a Food Revolution; Local Start-Up Chefler To Deliver Slow-Food Fast to Busy San Franciscans

Local entrepreneur creates Chefler.com to provide healthy meal plans for busy professionals; uses innovative approach to quickly launch product with Hack Reactor /DEV Development Sprint Service

SAN FRANCISCO, September 16, 2013 – Today, Chefler announces its healthy meal plan concierge service for busy professionals in San Francisco. Chefler takes care of their weekday dinner needs completely - from deciding what to eat, to preparing the meals with fresh ingredients, and finally delivering the meals warm and ready to eat Mondays to Thursdays. Founder Omar Restom and Executive Chef Jaime Harrington believe the reasons people aren't eating healthy right now boil down to time – they just don't have enough of it – and so resort to fast food or overpriced delivery options because there isn't a convenient alternative. The first day of service is today.

After a quick sign-up and preference selection of days of the week, delivery time and dietary preferences, quality meals are delivered automatically. Each Chefler meal is between 10 and 14 dollars (no delivery charge) and includes an entrée and side. Payment occurs post-delivery and changes can be made at any time. For now, the service is limited to the northeast quarter of San Francisco. The site was built by a Hack Reactor /DEV Development Sprint team based on the product requirements provided by Restom. The Chefler project was an eight-week effort from inception to this week's launch.

“We believe it shouldn't take an ounce of effort to have a wholesome food experience and decided to find a way to make slow food and deliver it fast,” said Omar Restom, Founder of Chefler. “Our customers feel good about eating well with the bonus of not having to shop, plan or cook during the busy work week. By marrying absolute convenience and delicious healthy food, we aim to accelerate the slow food movement and contribute to a healthier America.”

“Using other services can be overwhelming and time consuming. In the past, I'd have to sort through countless options of inconsistent quality, and have to spend more than \$20 for a minimum order that's bland, and not satisfying,” said Chefler beta customer Kate Flynn. “Chefler's concierge approach and incredible creations ensure everything is taken care of and completely satisfying - I can go on autopilot based on preferences and dietary restrictions, or if I want some flexibility in choice, I have that too. I'm hooked.”

www.chefler.com

Sign Up Today!



The site itself was developed with high quality, speed and cost considerations as well. Restom, formerly a product manager with Zynga, and Harrington, a former Stanford chef, had clear ideas of what they wanted their service and site to do, and wanted to move quickly. They used Hack Reactor's /DEV Product Development Sprints, where one to four developers work on client-owned projects, supported by a senior instructor who contributes mentorship and code reviews. The team completed the minimum viable product (MVP) in three weeks time. A great way for non-technical founders to get up and running fast, more start-ups are choosing this approach which can save thousands of dollars and many man hours.

About Chefler

Chefler.com curates a short daily menu of healthy meal options, delivering freshly cooked, ready-to-eat dinners Monday through Thursday. Founder Omar Restom and Executive Chef Jaime Harrington believe the reasons people aren't eating healthy right now boil down to time – they just don't have enough of it – and so resort to fast food or overpriced delivery options because there isn't a convenient alternative. After a quick sign-up and preference selection of days of the week, delivery time and dietary preferences, quality meals are delivered automatically. Each Chefler meal is between 10 and 14 dollars (no delivery charge) and includes an entrée and side. Payment occurs post-delivery and changes can be made at any time. Sign up today at www.chefler.com.

About Hack Reactor /DEV Product Development Sprint Services

During Hack Reactor's /DEV Product Development Sprints, one to four developers work on client-owned projects, supported by a senior instructor who contributes mentorship and code reviews. Teams have completed minimum viable products (MVPs) for pre-seed startups, new application features for companies from top accelerator programs and venture-backed networks, as well as more complex projects for mature Series C companies. The students are ultra-motivated to build something extraordinary and produce product-ready code. Start-up or tech companies that would like to learn more about the /DEV Product Development Sprint Services can learn more at www.hackreactor/dev or contact Adrian@hackreactor.com.

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