

GLOW
kitchen 



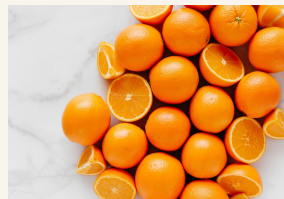
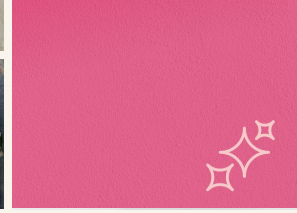
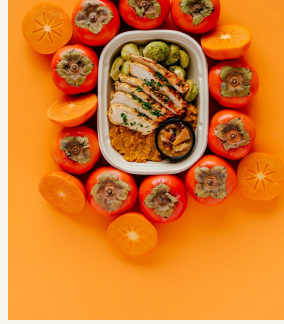
GLOW kitchen Co

Brand Values

Our ready-to-eat meals are designed to help you achieve a glowing, vibrant, and healthy lifestyle. With Glow Kitchen Co., you can indulge in the pleasure of food while nourishing your body with energizing, clean ingredients and supporting your wellness goals to help you radiate from the inside out.

Key Demographic

- Gen Z + young millennial (20–35 yrs)
- 50% partially vegetarian diet
- ⅓ shop online for groceries
- High focus on natural, clean ingredients, and sustainable sourcing



How It Comes to Life: Brand Lockups

EXCLUSIVE

Sports Illustrated
SWIMSUIT

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How It Comes to Life: Branding the Meal Programming



How It Comes to Life: Swimfluencer Social Sharing Inspo



The Meal Delivery IRL: In-box Insert Concept



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kitchen

Experience
the power
of glowing
nutrition.




Place your order for
meal delivery that
makes you glow
from the inside out.



How It Comes to Life: Branding Meal Programming

Shine 5-Day Mind-Body Reset

Sports Illustrated
SWIMSUIT

In partnership with **GLOW**
kitchen 

Radiant 3-Day Meal Program Presented by

Sports Illustrated
SWIMSUIT × **GLOW**
kitchen 

GLOW kitchen Co

Glow Kitchen Co. offers a fresh and flavorful approach to healthy eating, delivering chef-crafted meals made with seasonal, whole ingredients that nourish and energize the body. Our meals are designed to help you achieve a glowing, vibrant, and healthy lifestyle. We believe that healthy eating should be delicious, convenient, and accessible to everyone. That's why we work with local chefs and artisans to bring you the freshest ingredients and support sustainable agriculture. With Glow Kitchen, you can indulge in the pleasure of food while nourishing your body and supporting your health goals.

Brand Tone

- Supportive
- Caring
- Gentle yet firm
- Empowering
- Unwavering support
- It's how YOU want to see yourself
- Body positive and inclusive
- Fem-focused POV
- No bullshit
- Authentic voice and tone with a distinct POV

How It Comes to Life: Paid Media Mocks

