

## HEALTHY SNACKS, DELIVERED BY MAIL IN SERVING SIZES



Good things really do come in small packages, as fans of the winning 100-calorie snack package will agree. Now a new UK company aims to upgrade the small-portion snack with natural and nutritious edibles delivered by mail in just the right sizes. [Graze](#) encourages consumers to do just that by offering a wide variety of natural foods in snack sizes for regular delivery by Royal Mail. Consumers can select from three types of standard snack collections: the grazemini, which combines fresh fruit with dried fruits, nuts or seeds; the grazeclassic, which adds vegetable, savoury and bakery options to that mix; and the grazeluxury, which includes deli and sweet indulgences. Focused nutritional selections are also available, chosen by Graze's team of nutritionists for energy, well-being or workout enhancement. Whichever box style they select, consumers then tell Graze how they feel about the various food options in that mix—whether they like, love, or would like to try them. Customers then indicate how often they'd like to receive their boxes, on which days of the week, and in what sizes. Following that schedule, Graze will send a rotating selection of snacks designed for variety and good health. All food offered by Graze is hand-picked from the finest producers, the company says, and free of artificial colourings, flavourings and preservatives. Boxes are available for delivery within the UK and are designed to fit into a standard-sized letterbox, which means deliveries don't need to be signed for. Pricing begins at GBP 1.99 per grazemini—now 99p through a limited introductory offer. It's become a snack culture world as consumers have begun to realize (the “supersizing” trend notwithstanding) that bigger isn't always better, and Graze's concept plays into that, adding the convenience of a subscription model and smartly targeting office workers (“delivered to your desk”). One to bring to health- (and portion-) conscious consumers in the rest of the world? (Related: [Bakery focuses on bite-size treats.](#)) Spotted by: Jeroen Bouwman

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