

MEAL DELIVERY SERVICE FOCUSES ON HEALTH ISSUES



WORK & LIFESTYLE

There's an ever-expanding group of customers willing to part with their cash to tackle health concerns. By offering them customisability and convenience, Maryland-based **leViv** aims to grab a slice of the meal delivery market. Launched in July 2008 and available throughout the United States, leViv offers 28-day meal programs delivered on a bi-monthly basis. Each program consists of over 110 items, providing two meals and two snacks per day. Customers need to add some specified fresh items like fruit and vegetables to follow the simple recipes for each meal. Packages start at USD 299 for 28 days of food, and programs are tailored to such specific issues as cardiovascular health, type II diabetes, men's well-being and kidney health, providing customers with a hassle-free way of eating well. Extra services include access to online recipes and communities, educational resources, health strategies and professional advice. While customized meal delivery programs such as **Calorie Care** have been on the market for a number of years, leViv differentiates itself by focusing on specific health conditions, rather than healthy living alone. This makes partnerships with other niche health organisations more attractive, increases the business's appeal to specific niches and lets the company add a potentially lucrative lease of life to an existing idea. One to partner with if you're in the health or well-being industries, or to bring to a country outside the US. Spotted by:

Brian Goldsten

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Email: info@leviv.com

Website: www.leviv.com