

Waistnot

HEAT. EAT. REPEAT.



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

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EAT.
REPEAT.



Waistnot

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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!

 *Enjoy as part
of a Balanced &
Healthy Diet*

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

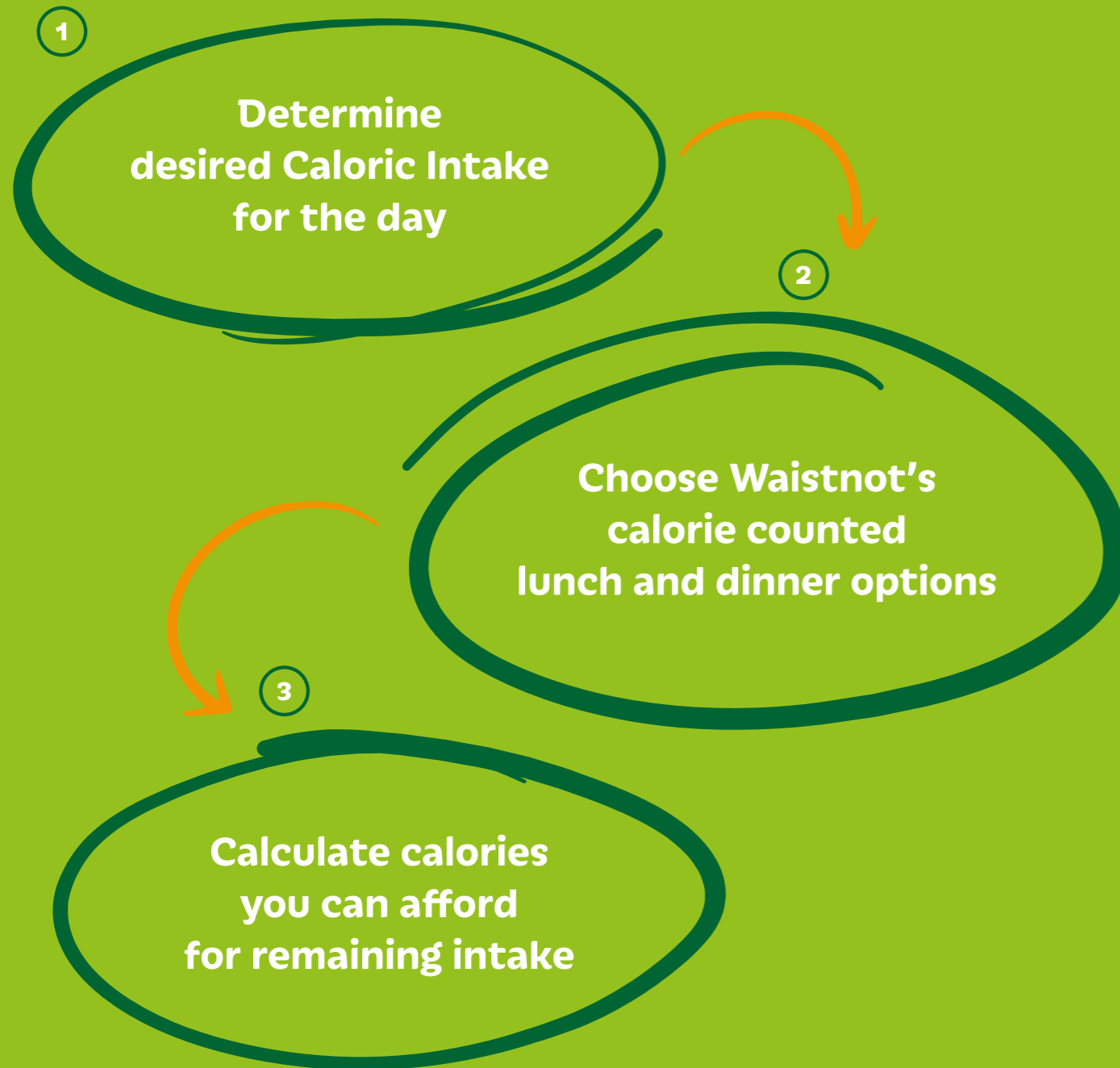
Follow heating instructions on sleeve



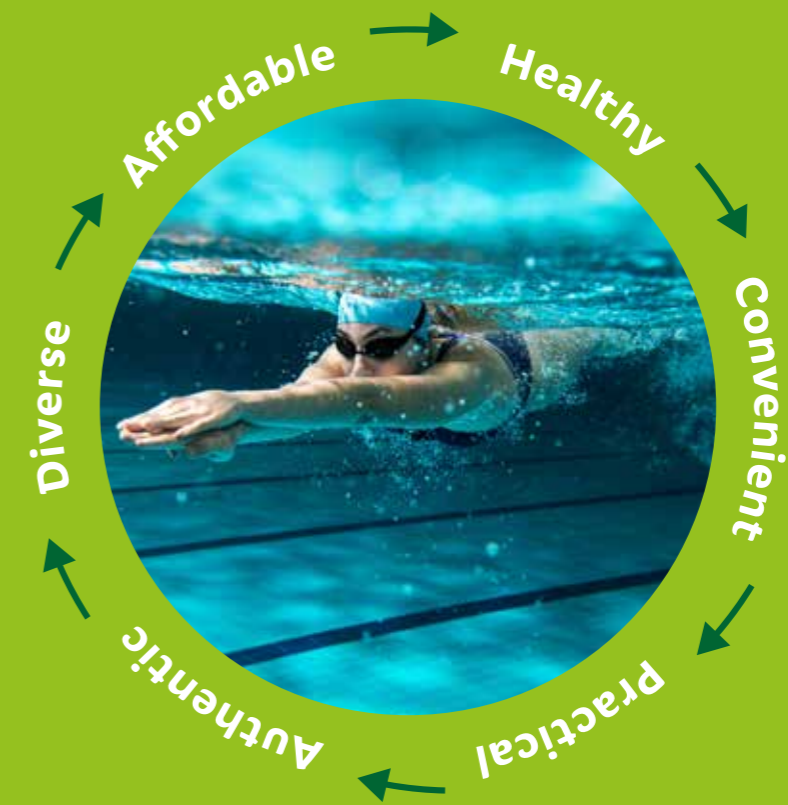
4

Enjoy!

Planning your caloric intake in 3 steps.



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



1800 kcal
a day

479 kcal
Spaghetti Kale Pesto for Lunch

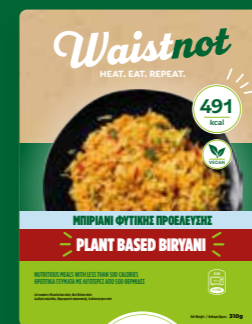
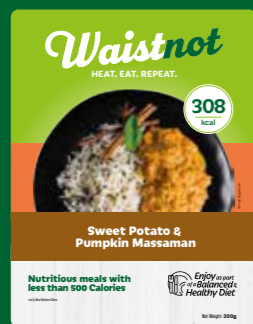
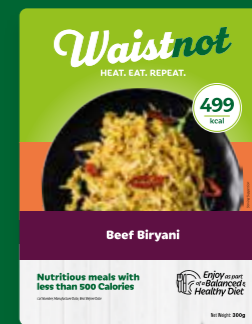
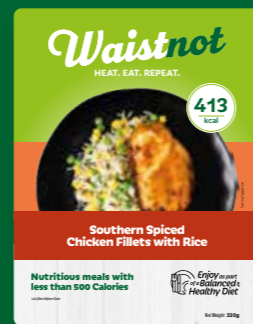
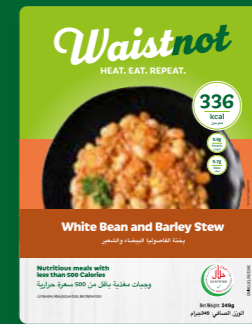
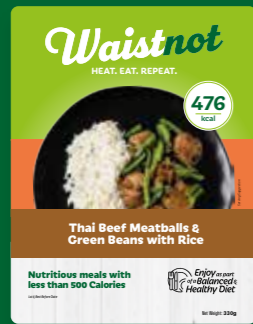
473 kcal
Chicken Korma for Dinner

848 kcal

Balance for breakfast,
beverages and snacking



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



Packing Options:

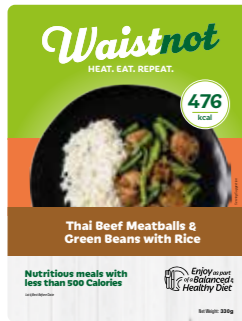
Small Box: 16 Meals in a Box / 104 Boxes in a Euro Pallet / 1664 Meals in a Euro Pallet.

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

476
kcal

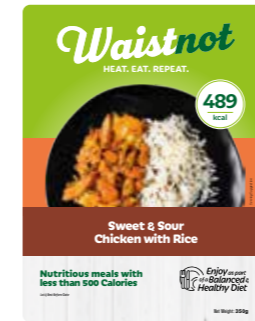
Net Weight: 330g



Sweet & Sour Chicken with Rice

489
kcal

Net Weight: 350g



Chicken Bites with Peas & Yellow Rice

464
kcal

Net Weight: 330g



Wholemeal Penne with Beef Soy Bolognese

357
kcal

Net Weight: 250g



Spaghetti with Kale Pesto



479
kcal

Net Weight: 230g

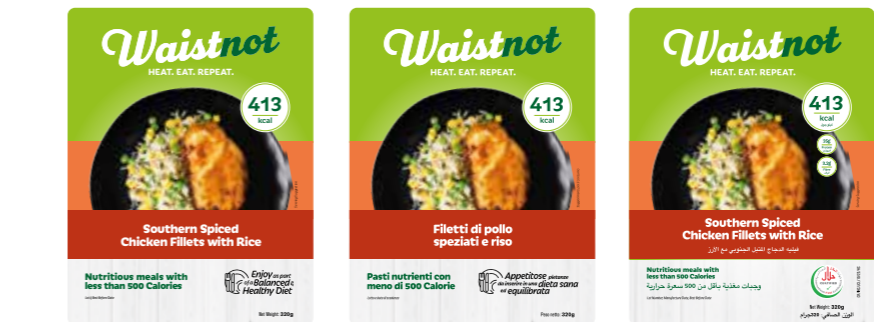


Southern Spiced Chicken Fillets with Rice



413
kcal

Net Weight: 320g



Ricotta Farfalle with Asparagus



476
kcal

Net Weight: 255g

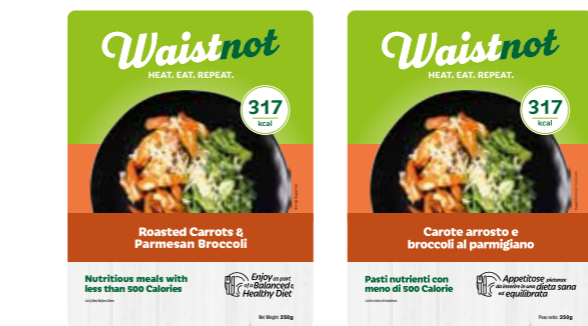


Roasted Carrots & Parmesan Broccoli



317
kcal

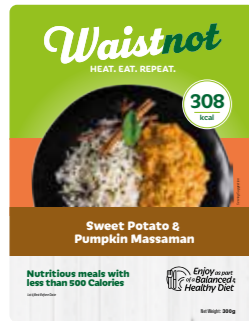
Net Weight: 250g



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



Net Weight: 240g



Smoked Macaroni & Cheese



Net Weight: 270g



White Bean & Barley Stew



Net Weight: 349g



Chicken Korma



Net Weight: 350g



Chicken Masala



Net Weight: 320g



Beef Biryani



Net Weight: 300g



Chicken Biryani



Net Weight: 350g



Quinoa Fusilli with Tomato & Olive Pesto



Net Weight: 225g



Plant Based Korma



489
kcal



Net Weight: 320g



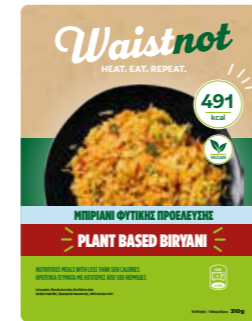
Plant Based Biryani



491
kcal



Net Weight: 310g



Plant Based Sweet & Sour



499
kcal



Net Weight: 310g



Plant Based Masala



499
kcal



Net Weight: 310g



Marketing collateral.



Wholemeal Penne with Beef Soy Bolognese



Yellow Lentil & Chickpea Dahl



Thai Beef Meatballs & Green Beans with Rice



Waistnot

Healthy, nutritious, any time!

The 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.

waistnot.eu

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What consumers had to say.*

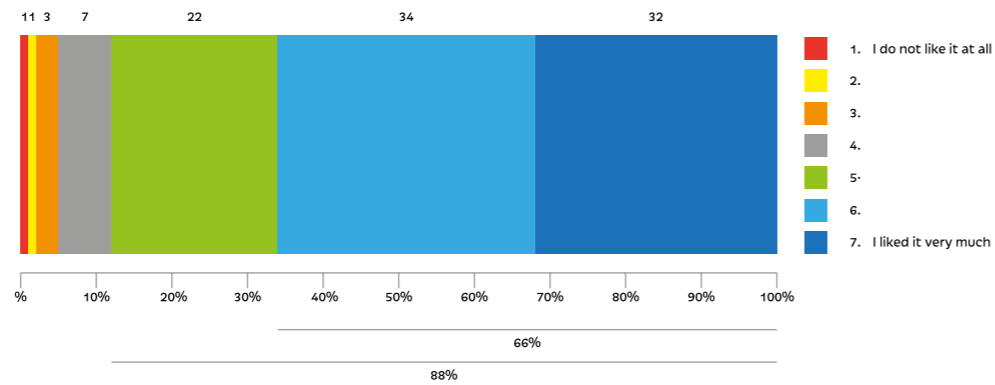
Concept Likeability.

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?

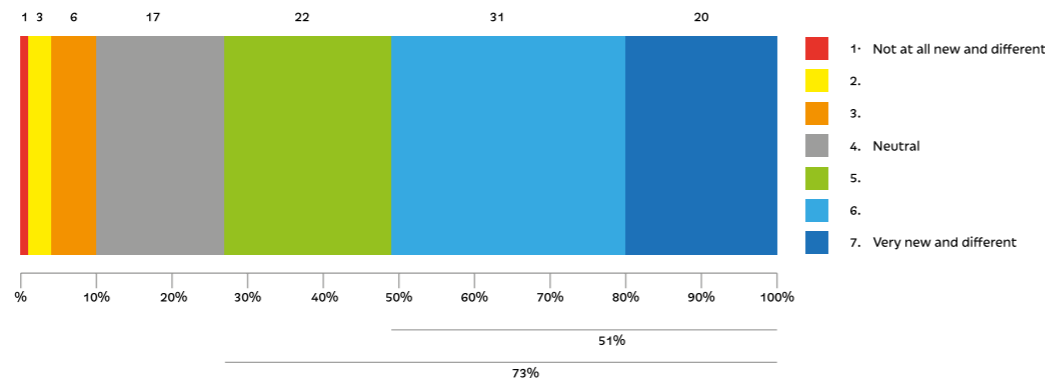


Mean Score

5,3 on 7

New & Different

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

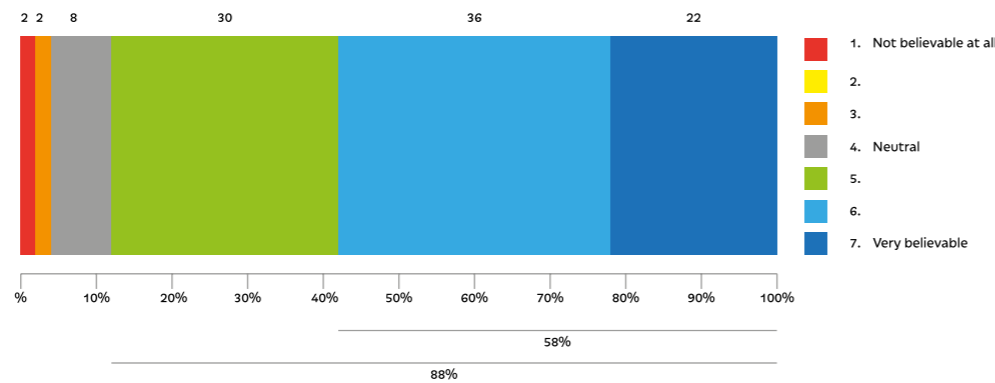


Mean Score

5,1 on 7

Believability of the Concept

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

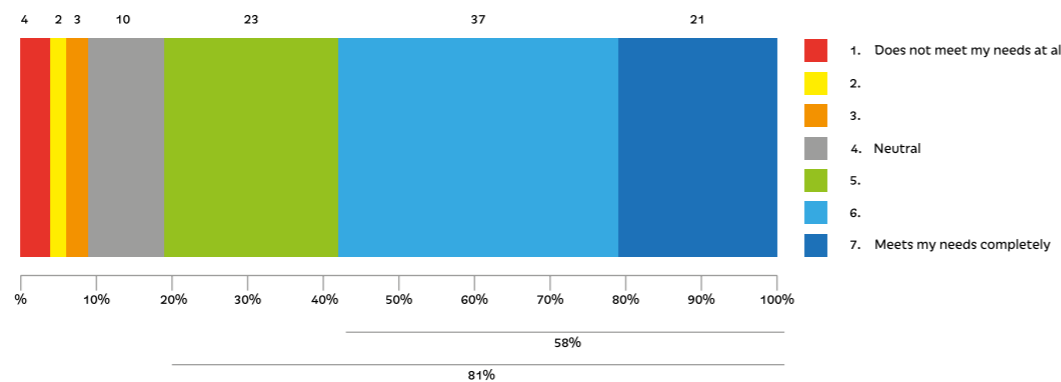


Mean Score

5,4 on 7

Relevance

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



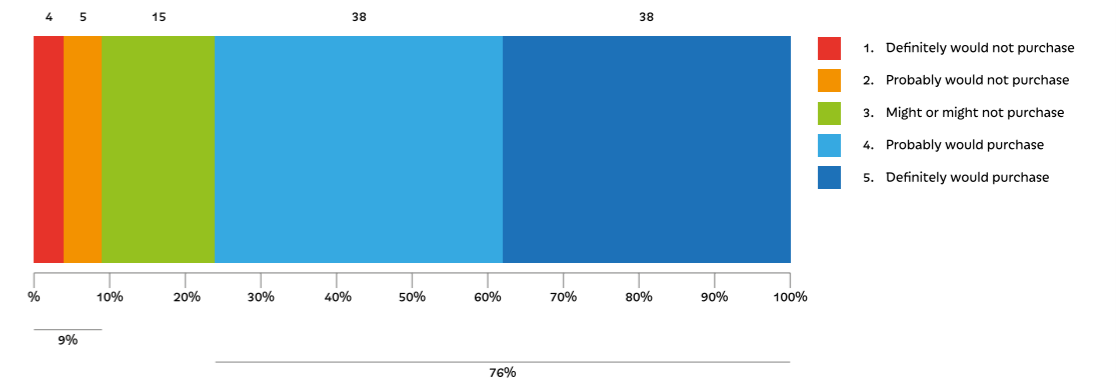
Intent to Purchase / Consume.

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?

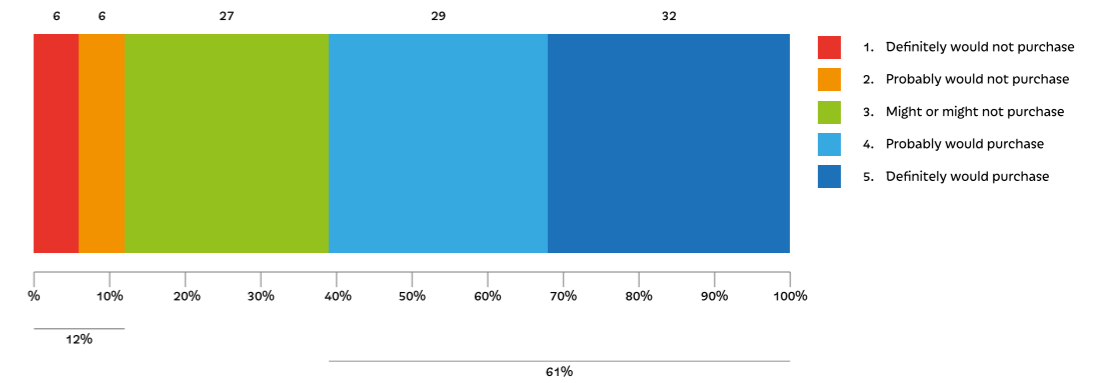


Mean Score

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**



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Manufactured by The Food Factory
BLB009Y, Bulebel Industrial Estate, Żejtun, Malta, EU, ZTN3000

e. info@thefoodfactory.com.mt
t. +356 2567 6500

www.waistnot.eu