

## **CONTACT**

Kristen Elworthy  
978.590.0442  
kristen@sevenhillscommunications.com

## **FOR IMMEDIATE RELEASE**

### **JUST ADD COOKING ANNOUNCES INVESTMENT BY FRESH SOURCE CAPITAL**

*Investment Targeted to Fuel Future Growth & Marketing Plan, Help Meet Fresh Source's Mission of Rebuilding Local, Regional Food Systems*

BOSTON—[Just Add Cooking](#), which delivers fresh meal kits of locally-sourced, New England ingredients and globally inspired recipes to the doors of its local customers, today announced a capital investment by [Fresh Source Capital](#), a Cambridge-based investment firm focused on sustainable food and agriculture. The investment supports Just Add Cooking's mission of sourcing its ingredients from New England farmers, vendors and purveyors, which maximizes freshness, supports the local food economy and minimizes food mileage and packaging waste.

"We are truly excited to help bring Just Add Cooking to the next level with this partnership," said Fresh Source Capital Managing Partner Lisa Sebesta. "We invested in the company because we believe in their fantastic competitive advantage in the meal kit business within New England based on their local ingredient sourcing. This also supports our mission of a sustainable food ecosystem within the region and having a positive impact on local farmers, the Boston community and the environment."

Fresh Source Capital's investment provides more than a fresh injection of capital; it creates a partnership that will help Just Add Cooking continue to meet its mission of working with the New England food and agricultural community to bring local products and ingredients to the doors of customers.

"Our mission at Just Add Cooking is two-fold," said Just Add Cooking Co-Founder Jan Leife. "First, we endeavor to get families back in the kitchen, cooking home-cooked meals and making it fun and easy by eliminating shopping and meal planning. But just as important is the ingredients we are delivering. We focus on freshness, low food mileage and lower environmental impact, as well as supporting our local food ecosystem. In this second area, our partnership with Fresh Source Capital helps us to expand our local supplier network."

Just Add Cooking will continue to expand its offerings through the end of the year, providing recipe choice, vegetarian and gluten-free boxes, a variety of box sizes, varied delivery days and new recipes inspired by chefs around the Boston area. Follow Just Add Cooking on [Facebook](#) for the latest.

**About Just Add Cooking**

Just Add Cooking sources and creates wholesome “meal kits” consisting of fresh, pre-measured, and high quality ingredients from new England that are carefully packed in a box and delivered directly to your home. As part of a flexible subscription plan, the company provides members with an array of affordable, easy to prepare, and delicious recipes to try every week. All you have to do is “just add cooking.” For more information, visit [www.justaddcooking.com](http://www.justaddcooking.com).

**About Fresh Source Capital**

Fresh Source Capital is a Cambridge, MA based investment firm focused on sustainable food and agriculture. Their mission is to invest in companies that are rebuilding local, regional food systems. Their ideal investment is a business that is helping meet the increased demand for local, sustainable sourced food across individual consumers and institutional buyers. For more information, visit [www.freshsoucecapital.com](http://www.freshsoucecapital.com).

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