

DAILY FRESH IDEATIONS

ONE-LINERS

Vocal to local

1. We are committed to supporting our local farmers
2. Ethically Farmed, Locally Sourced

Home Delivery

1. Fresh meals picked perfectly
2. We aim to bring you a world-class meat experience
3. Premium meat delivered to your doorsteps

Safety

1. We accept nothing but the very highest standards in all we do
2. Safety and Sanitation for a Healthy Nation
3. Give your children healthy chicken

General

1. We do chicken right, daily
2. Big Pieces, Low Prices
3. Little delights come from big bites
4. Slicing the fat from your bill.
5. Skip The Line and Shop Online
6. *My Relationship Status*
 - a. Single
 - b. Committed
 - c. Hungry**

Raw Meat

1. Premium Meat home delivered
2. Cutting into Freshness
3. A Chicken you'll fall for
4. Even Chickens recommend us

Ready to Cook -

1. Minimum Effort, Maximum Flavour
2. Taste Maker, Hunger Breaker

Marinated (Chicken)

1. You are just like fried chicken, you make everything better.
2. Kebabs Are Like Potato Chips You can never have just one.
3. Chicken drumsticks are the answer. Who cares what the question is.
4. Crispy Crust is a must (Southern Fried Chicken)

Marinated (Vegetarian)

Mediterranean delicacies for Vegetarian Lovers

Ace your Falafel game

I've Falafel in Love

Sauces + Dips

Declare your independence from boring dips

Pastes (In Jars)

The pastes your tastebuds need

Unavoidably Tasty

Spices

Treat yourself to the finest flavors

The taste that lasts

Social Media

1. Share quick recipes
(with meat, pastes, salads)
2. Create a lot of interaction with the audience - sharing their recipes, contests and videos of them, using daily fresh's products
3. Cash on the boons of video marketing
4. Fun Facts about food