

getfresh's new initiatives during these unprecedented times of disruption



FOR IMMEDIATE RELEASE

BANGKOK – Getfresh restaurant group today announced a number of new initiatives to ensure delivery of the highest quality healthy food offerings to customers during this unprecedented time of disruption.

Since its founding, food safety and quality have been of the highest importance. Given current health concerns, existing safety and hygiene measures are being monitored even more closely than ever.

To ensure that the public has continued access to its healthy menu offerings, getfresh has deployed a rapid response team to improve efficiency throughout the production & delivery chain and to expand the getfresh delivery footprint to several new areas in Bangkok.

This rapid response team is responsible for ensuring that both supply chain and delivery processes (including no-touch delivery) are available across all major delivery platforms.

In addition, getfresh has launched several new initiatives to support customers and local health workers at this challenging time.

#GETFRESH141 – this program has been established to allow getfresh customers to contribute to the donation of much needed healthy food to the medical professionals fighting on the front lines of this battle. By enrolling in the #getfresh141 program, each getfresh salad purchased will result in

one salad being donated to a Bangkok-area health worker in April.

#STAYHEALTHYATHOME – this program offers a special delivery meal plan for those concerned about maintaining their healthy eating habits while keeping safe in their own homes. Participants in this program subscribe to a seven-day meal plan that will ensure healthy, fresh and delicious food is delivered to their doorstep daily.

#MYGETFRESH – this campaign is designed to battle social isolation and allow people to show their creativity by presenting getfresh delivered items and showing off how they enjoy the food in their own homes. This initiative will be launched with a grand prize of 30 days of getfresh food delivered to their home for the social media user who shows the most creativity.

Direct Delivery – getfresh now offers direct delivery anywhere across Bangkok. Customers can order with us directly through our Line account, @getfreshth and receive 15% off all orders.

Expansion of Delivery Zones – we are currently in the process of expanding our delivery reach by adding additional delivery hubs, bringing getfresh closer to you. Our additional delivery hubs will provide freshly made, healthy meals for delivery via getfresh's Direct Delivery program and major delivery platforms.

Buy 1 Get 1 – getfresh now offers 4 delectable beverages on offer through Grabfood with a special Buy 1 Get 1 free promotion for a limited period!

For further information about getfresh, our food safety standards or any of our initiatives, please visit getfresh.co.th or contact Macha Yantabutr at macha@getfresh.co.th.