

CARON CARES

Caron Sprake writes about issues in care



Gordon MacAulay struggled to find tasty, nutritious and simple meals for his mum and so he and wife, Adrienne created a range of ready to heat meals with a significant difference – Parsley Box meals do not need to be kept in a fridge or freezer.

This makes it more convenient for elderly people to access nutritious food when previously they may find it difficult to store and cook refrigerated or frozen ready meals.

Many elderly people struggle to bend down and have balance issues making undercounter fridges or freezers inaccessible. Parsley box meals can be stored in an easy to reach cupboard or simply on the kitchen surface.

Not only are the meals varied and tasty; they're delivered free, the next day, for orders over £19.99.

What was interesting for Gordon and Adrienne and their business model was that they quickly realised their customers wanted to place their orders by phone and not online; they facilitated this.

On their first day of having an 0800 number and two headsets, they took over 280 calls. The online business that was going nowhere changed immediately to an overnight success; their business growing five-fold.

Parsley Box customers wanted to speak to a real person to place their orders, preferring human interaction to a digital process. Their older customers prefer the personal touch and the opportunity to have a chat with someone especially during the imposed isolation and accompanying loneliness of Covid lockdowns.

70% of Parsley Box's customers are over 65. Why do we use 65 as demographic marker? 65 is actually no age at all. Nowadays, we experience greater longevity and many people remain fit and active well into their 70s and 80s. Whilst the majority of



Picture: Getty Images/Stockphoto

Thinking outside of the box

customers are over 65, Parsley Box meals do also appeal to many motorhome owners where cold storage space is limited.

Not only does the company offer a huge array of traditional cooked meals, they also supply puddings, bakery items, drinks, sides, soup, breakfasts and wine. Nothing has to be stored in the fridge apart from the white wine!

To make shopping from home even more comprehensive they offer a gift line with branded tea-towels and aprons, plus favourite sweets including rose and violet cream chocolates.

With over 20,000 Trustpilot reviews and 68% of these rating Parsley Box as excellent, the company has entered what is a highly competitive food sector,

especially by innovatively spotting a gap in the market.

All their meals can be stored at room temperature for up to six months and are ideal for smaller appetites.

With over 60 choices the meals are ideal for anyone who has been discharged from hospital or anyone who has neither the energy nor inclination to cook for themselves.

Heated in the microwave in three minutes they enable older people to eat well with no waste and minimal effort. ♦

To find out more call free for a catalogue on 0800 612 7225.

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ABOVE:

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