



Cook Today's Meal

### Create Your Pinch Account

Forget the fuss. Leave your meal-planning to us. With just a few details from you, we'll create customized meal plans to serve your whole family. Now, let's get cooking.

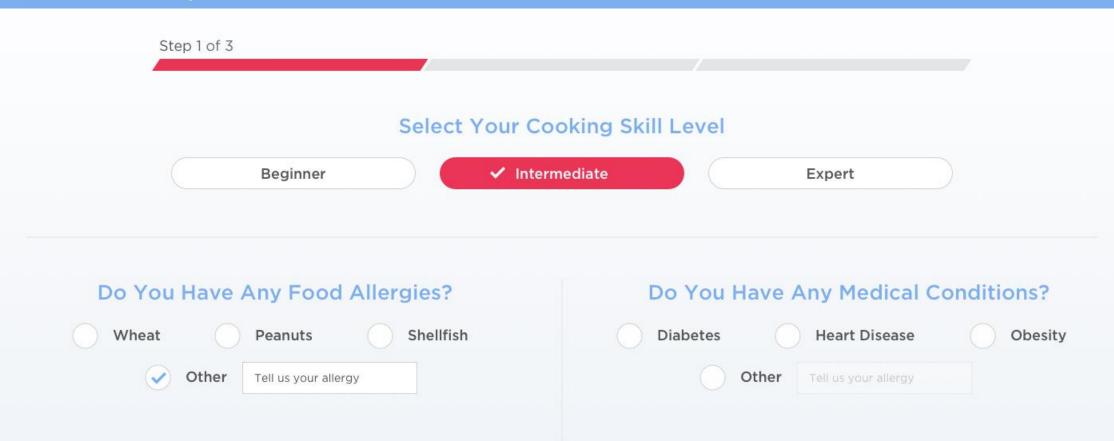


Login With Facebook

No thanks, I'd like to create my account manually.







Step 2 of 3

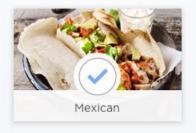
#### What Are Your Favorite Cuisines?

Select all that apply.

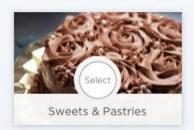














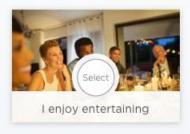


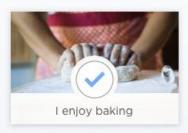
Step 3 of 3

#### What Best Describes You?

Select all that apply.

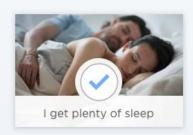




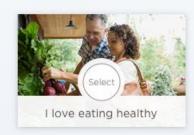




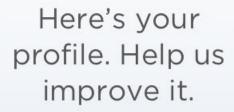












🔛 Pinch Playlist



## **Abby Smith**

Family of 4 Edit Husband, 2 children Location Edit
Arlington, VA

Skill Level Edit
Intermediate

Connected Accounts Edit







Allergies / Medical Conditions Edit

# Favorite Cuisines Edit and Flavors

Spicy

Vegetarian

Mexican

Italian

Indian

Comfort food

#### Social Connections Edit

From Facebook







#### You... Edit

Have kids

Enjoy baking

Enjoy eating out

Get plenty of rest

Pack your lunch

#### Your Pantry Edit Pantry

Produce

Protein

Dairy

Canned goods

Nuts and grains

**Pastries** 

Frozen

Spices/Herbs

2

6

2

3







Social C

From Instag

## **Pantry Tracker**



Tell us what you typically keep in your pantry to help us recommend weekly recipes and build your shopping list.

#### Weekly Must Haves

1 Gallon 2% Milk

Wheat Bread

1 Dozen Large Eggs

Bunch Of Bananas

16 Oz. Baby Carrots

18 Oz. Cheerios

Add an item

Produce

Fugi Apples

**Update Pantry** 

Skill Level Edit Intermediate

es / Medical Conditions Edit

#### Your Pantry Edit Pantry

Produce

Protein

Dairy

Canned Goods

Nuts and Grains

Pastries

Frozen

Spices/Herbs

#### Favorite Cuisines Edit and Flavors

Spicy

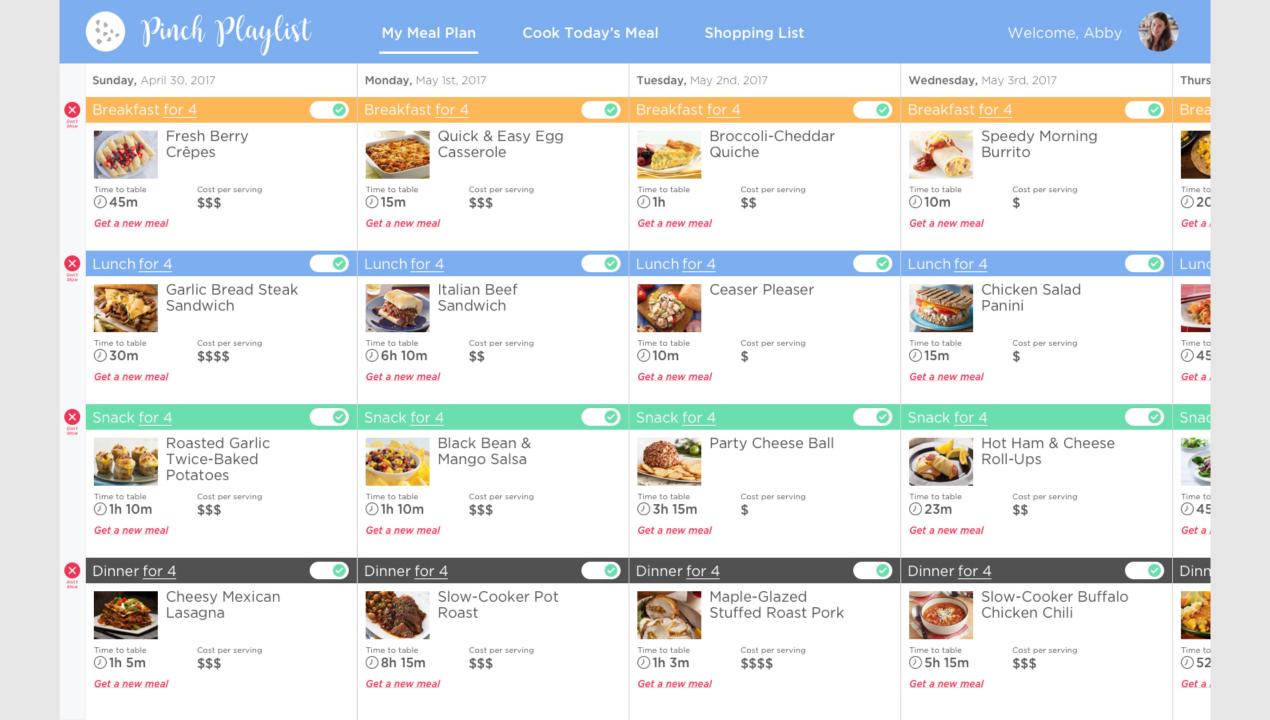
Vegetarian

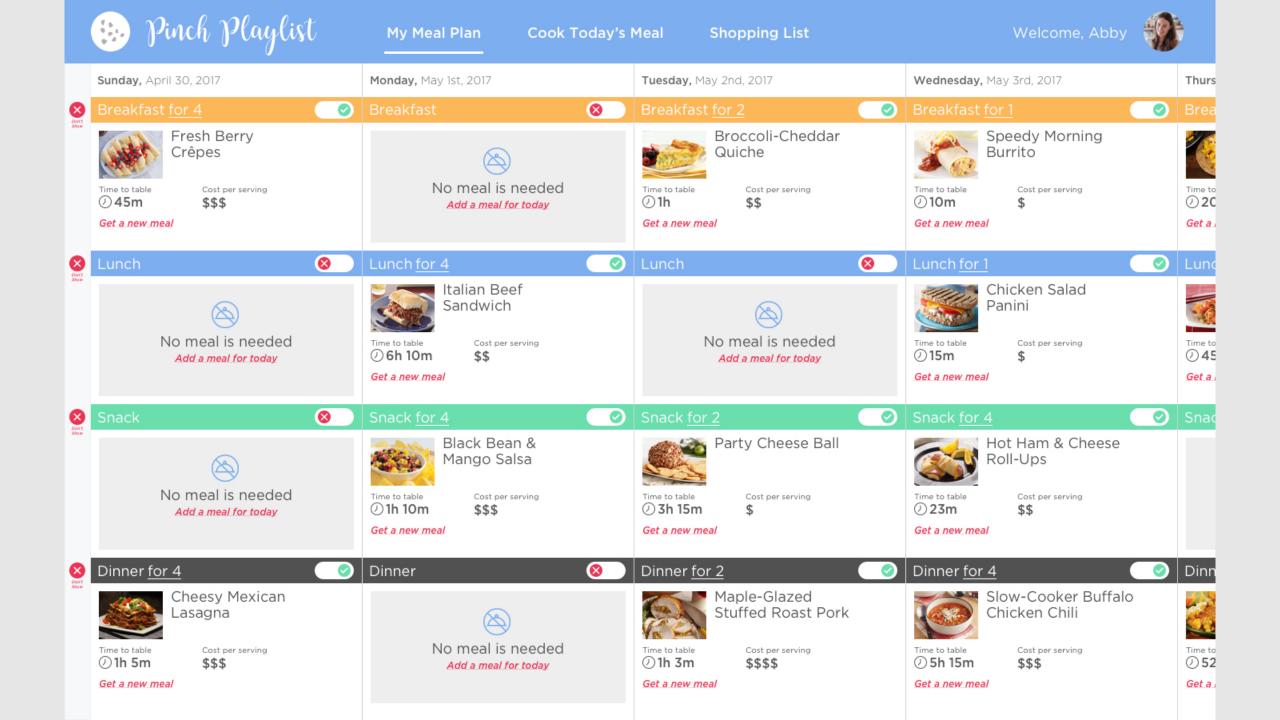
Mexican

Italian

Indian

Comfort Food









Get a



Time to

Get a



Time to

Print this recipe

Get a



Time to table

Cost per serving

(1) 1h 3m

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#### Ingredients

1 lb Fuji Apples

1 lb Granny Smith Apples

1 lb Gala Apples

1 1/2 Cup Hot Water

2 lb Pork Loin

2 Tbsp Maple-Flavored Syrup

2 Tbsp Grey Poupin Brown Mustard

1 Tsp Chopped Rosemary

#### Instructions



Step 01:

Heat oven to 350°F. Melt butter in large skillet on medium heat. Add apples; cook and stir 3 min. or until crisp-tender. Add hot water and stuffing mix; stir. Remove from heat. Let stand 5 min.; mix lightly.



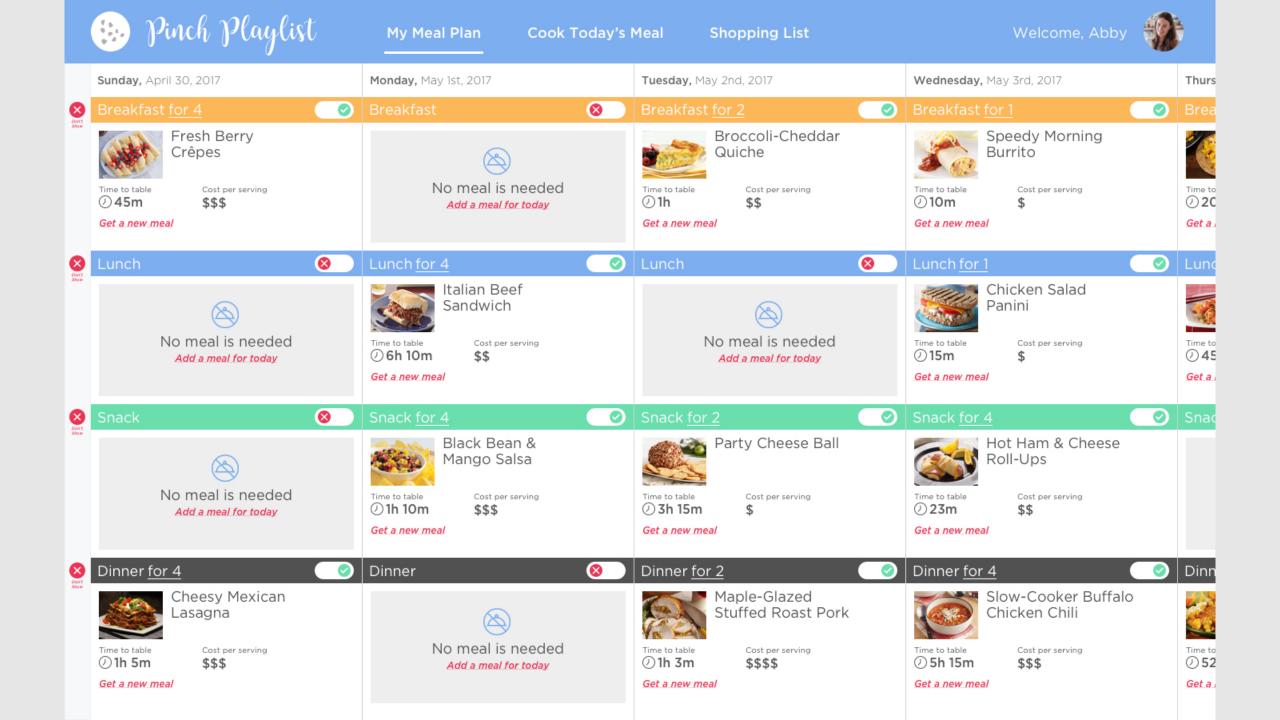
Step 02:

Spoon stuffing mixture onto cut-side of meat to within 1/2 inch of edge. Roll up, jelly roll fashion, starting at one short end. Place seam side down, in roasting pan sprayed with cooking spray.



View all steps





### Choose One Of Ours Or Pick From Your Playlists.









Pork Chop-Stuffing Bake

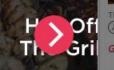


Italian Pork Chop Dinner



Your Favorites Quick Meals Inspired By The Weather

Budget Mom



Create a new playlist



Cheeseburger Pizza



Italian Beef Sandwich



Cheesey Mexican Lasagna



Slow-Cooker Buffalo Chicken Chili



Apple Meatloaf With Cider Ketchup

**Use This Meal** 

Cancel

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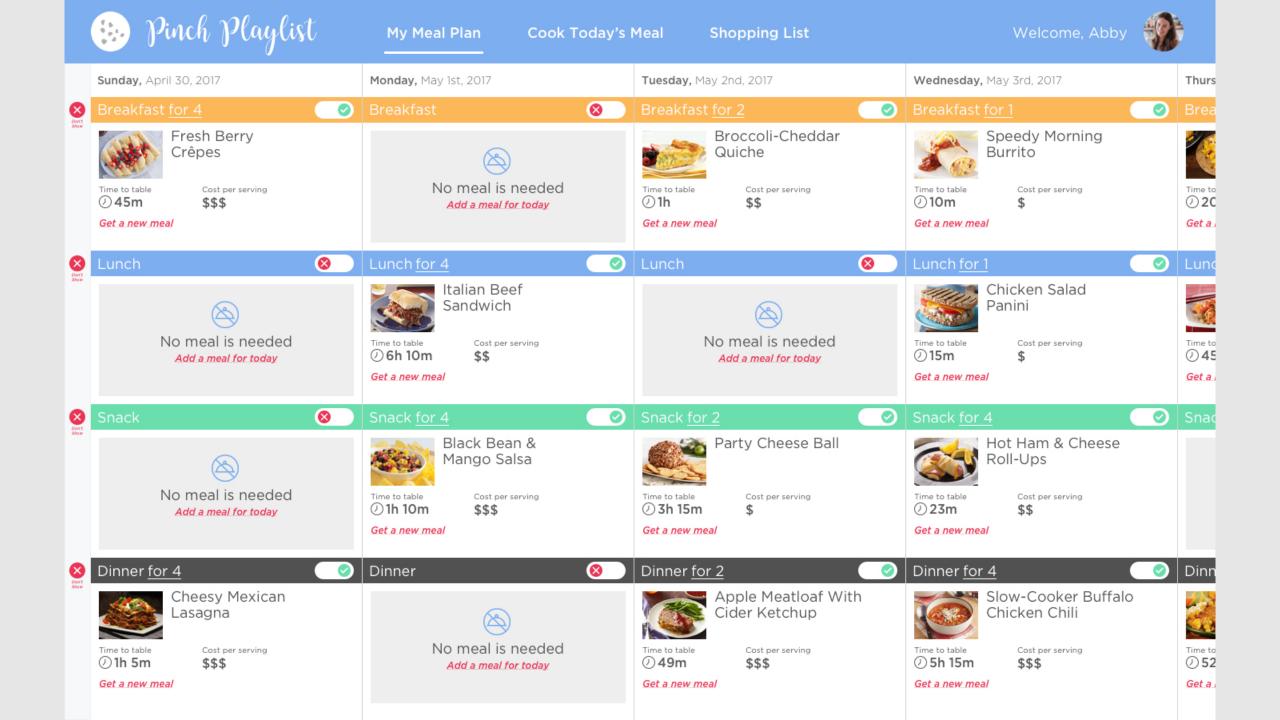
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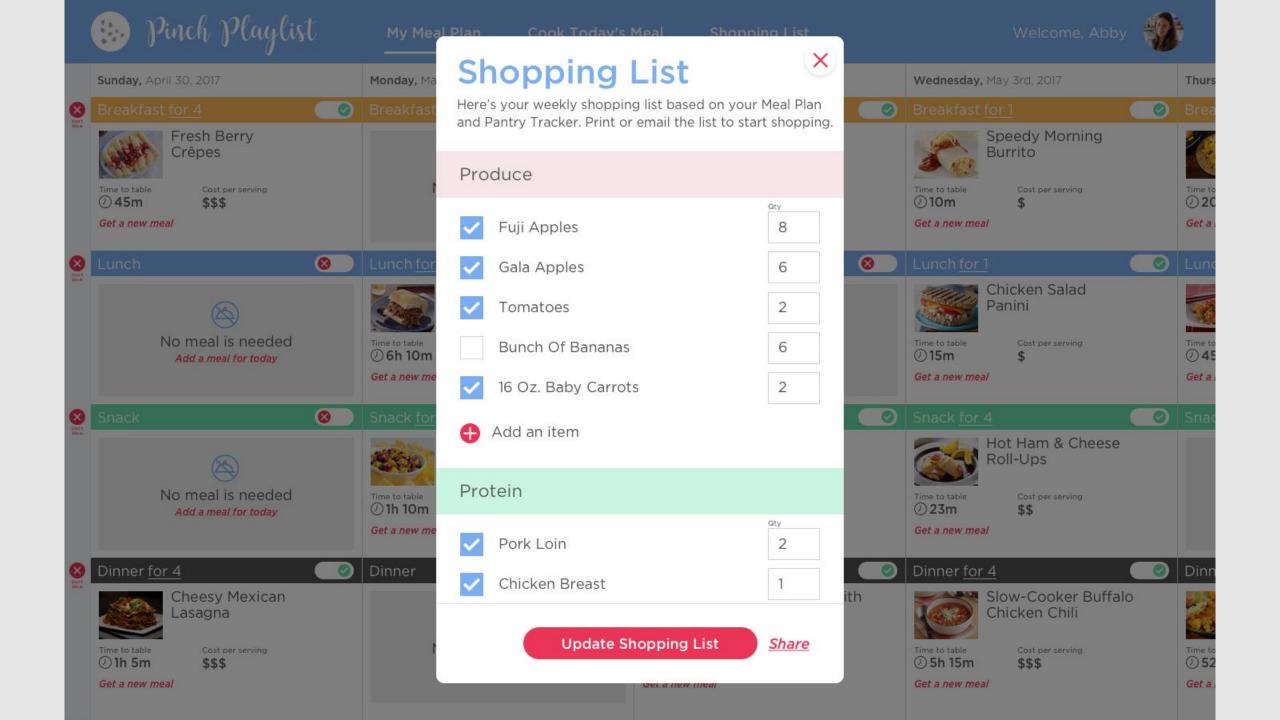
0110

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Time to

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## Where We Can Go





#### **Pinch Ratings**

Leveraging voice assistants like Alexa or Google Home, we'll create a Pinch feedback feature that allows everyone in the family to rate the week's meals. By analyzing the family's likes and dislikes, we'll develop personalized recommendations for her next weekly meal plan.

#### Pinch Delivery

Partnering with Task Rabbit or Uber, we'll integrate seamless delivery into the Pinch experience, so that getting her groceries is as simple as planning her list.





#### Pinch for Kids

We'll create a voice-powered view of the Pinch app that's geared specifically toward kids. This feature will help parents teach kids how to plan, budget and cook with Mom and Dad.

#### Pinch & Shoot

Using the camera on her smart phone and the intelligence of the Brain, we'll enable her to shoot an image of her grocery receipt and inspire her with recipes she can pull together from the products she's bought.



### Pinch Healthy Integrations

Integrating with tools like Health Kit and Google Fit, we'll leverage the Brain and our vast library of recipe assets to recommend recipes and recipe tweaks that support her fitness goals.

