



Meal Plans That Save You Money

FOR IMMEDIATE RELEASE

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Vie. An Innovative Meal Planning Service Launched in Charlottesville, VA

Local chef and food blogger, Lysie Steele, unveils healthy meal planning service linking customers to local grocery store savings

CHARLOTTESVILLE, VA

April 2017

Local food blogger, chef, and entrepreneur, Lysie Steele, launched “Vie”, her unique meal planning service to the Charlottesville community on February 1, 2017. Vie offers subscribers weekly meal plans, shopping lists and recipes specific to four local grocery stores (Whole Foods, Harris Teeter, Kroger and Wegmans) based on what is on sale each week. Each plan is designed to promote healthy eating while saving busy home cooks time and money.

Vie delivers a cost-saving meal planning service that focuses not only on healthy eating, but also on teaching its subscribers enduring cooking concepts through weekly video demonstrations and online recipe tips. Subscribers can choose from an annual, 3 month, or 1 month, mega or mini plan that includes instructions, strategies, cooking technique tutorials plus access to Vie team members to answer specific shopping and cooking questions.

With a focus on local, community-building initiatives, Full Share is Vie’s philanthropic program that gives one subscription to a family in need for every subscription sold. Vie aims to make philanthropy easy while encouraging everyone to shop, cook, and eat better, not just those who can afford a meal planning service.

<http://getvie.com/high-resolution-images-for-digital-print-media/>

Vie - launched in February 2017, is a female owned and operated business located in Charlottesville, VA, that offers busy families and individuals healthy weekly meal plans specific to local grocery stores and weekly sale items. A one of a kind service, Vie is a community-driven company that strives to provide its subscribers with the tools and techniques to cook healthy and delicious meals while realizing measurable cost-savings. For more information, please visit our website at www.getvie.com

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