



## DISTRICT VENTURES CAPITAL INVESTS IN COOK IT TO GROW THE E-COMMERCE GROCERY MARKET IN CANADA

Calgary, Alta – February 27, 2018 – Montreal based meal kit service, Cook It, has received an equity investment from Arlene Dickinson’s venture capital fund, District Ventures Capital. The new partnership will help bring the brand’s healthy meal kits to kitchens across the country.

Cook It founder, Judith Fetzer, created her company for the modern family. “I wanted to create a company that allows people to spend more time with their families and less time worrying about what to make for dinner, but also delivered nutritious food” said Fetzer.

“As a business owner and mother, I’m always running out of time. On the other hand, cooking for my family is very important and it makes me proud to put a healthy, homemade meal on the table. I started Cook It so other families could share in the same pride, without the hassle of grocery shopping.”

As busy, health conscious consumers drive demand for nutritious and convenient food, meal kits are revolutionizing the way people shop and cook. Today, the meal kit industry is worth an estimated \$5 billion in the US.

Cook It’s meal kits meet this growing need by offering healthy, ready-in-30-minutes recipes, with all of the necessary, pre-portioned ingredients, delivered direct to your door. Each week, Cook It chefs create eight new recipes, including three vegetarian options, ensuring that customers always have something new to try.

“I’m thrilled to be partnered with Cook It as they continue to shake up the e-commerce grocery market in Canada. Cook It’s mission—to empower busy, on-the-go families to prepare nutritious food and eat as a family—is aligned with our core values at District Ventures” said Arlene Dickinson, Managing Director of District Ventures Capital.

“Cook It is on the leading edge of a new industry in Canada that’s being driven by market demand, and I’m excited by the prospect of partnering with Judith and the Cook It team to expand its reach across Canada, so that more families can enjoy the art of cooking, together,” said Dickinson.

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For more information on District Ventures Capital, visit: [www.districtventurescapital.com](http://www.districtventurescapital.com)

For more information on Cook It, visit: [www.chefcookit.com/en](http://www.chefcookit.com/en)