

**Subject:** Fwd: Our Final Message to You

**Date:** Thursday, February 8, 2018 at 8:51:13 AM Central Standard Time

**From:** Sam Karlin

**To:** Alexandria Burris

----- Forwarded message -----

From: **Indie Plate** <[info@indieplate.com](mailto:info@indieplate.com)>

Date: Wed, Feb 7, 2018 at 5:29 PM

Subject: Our Final Message to You

To: [skarlin2012@gmail.com](mailto:skarlin2012@gmail.com)



## Thank you for everything

Dearest Indie-pendents,

We're writing to let you know that starting on Wednesday, Feb. 7th, 2018, Indie Plate will be ceasing its operations indefinitely. We bring this news with a heavy heart, and want to take some time to explain why we have come to this hard decision.

Four years ago, we set out to bring hard working families in Baton Rouge the convenience and quality of food that our community had been demanding. This convenience & quality motto shaped the vision for Indie Plate, and continued to stand true for the duration of our ambitious journey. From groceries to meal kits, we've been through a lot. The constant support and feedback we received from you all is what kept us going for this long. We kept innovating and rolling with the punches, because the end-product that got delivered to your door was something we were (and still are) incredibly proud of. Unfortunately, the challenges that arose throughout the course of these four years have finally caught up to us.

The way the numbers worked out ultimately indicated a grim future for Indie Plate. Startups in this brand new 'meal kit' space require copious amounts of investment to build kitchens & warehouses, invest in marketing, invest in logistics, and in our case, invest in higher quality, farm-to-table ingredients. In the end, we simply were unable to raise the amount needed to sustain our business.

This is a very emotional time for us -- as Indie Plate has been the fabric of our lives for years. Everyone on our team has invested capital, time and energy into something we all believed in wholeheartedly, and sacrificed a lot in an attempt to make our dream a reality. We have taken great pride in the service we have been able to provide to so many families in Baton Rouge, New Orleans and the loyal customers and partners who have been with us along the way. But it simply is time.

If you have tote bags and would like to drop it off, our office is located at Celtic Media Studios on [10000 Celtic Drive, Baton Rouge, LA 70809](#). Bring the tote bags to the front office in the O'Connor Building, the grey brick building with the flags in front. If no one is at the desk, just leave the bags next to it.

It was genuinely a pleasure to serve you and your family. We hope that we were able to make a positive difference in your life. What you have given to us and our community in the form of your support and appreciation, is something that we will always appreciate and hold close to our heart forever.

We gave it our all, and we'll miss it dearly.

Your friends,

The Indie Plate Team

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