

N. Nevada meal kits offer local veggies, meats and more

By Johnathan L. Wright, Reno Gazette-Journal

It all began with a box gone astray.

The shipment hailed from Blue Apron, one of the meal kit purveyors emerging in recent years to harness millennials' inclination for good food and online commerce to their disinclination to shop for and make nightly dinners from scratch.

Christie Casey-Braun opened the box on auto-pilot, thinking it was a giveaway or promotion or sample, not noticing the box should have been delivered to her neighbor.

"I thought, 'This is a cool concept, but I wonder if there's a local option,' Casey-Braun said. 'I wonder if there's a way to do this local and better.' "

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