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## **Fresh Express supporting wellness resolutions with Fresh Intentions Challenge**

December 11, 2023

For the fifth year running, [Fresh Express](#) invites consumers to commit to the #FreshIntentions Challenge, a 30-day online and social campaign that helps support wellness intentions for the new year. By providing daily inspiration, information and incentives, Fresh Express is making it easier for consumers to make healthy choices and achieve their 2024 goals.



During the campaign, Fresh Express will post a new challenge every day and ask consumers to share a picture of their completed challenge with the hashtag #FreshIntentions on social media or via a submission form on the Fresh Express website. Participants have a chance to win weekly prizes, including gift cards and pickleball sets and more. Five grand prize winners will receive a \$1,000 gift card, a one-year paid subscription to a wellness app, a pickleball set and Fresh Express branded items.

Fresh Express offers more than 100 varieties of innovative and healthy salads to support consumers as they work toward meeting or maintaining their wellness goals, ranging from fresh, leafy greens to premium, chef-crafted chopped salad kits, like the French Blue Cheese Salad Kit and the Twisted Caesar Enchilada Caesar Chopped Salad Kit. The brand's website also offers more than 330 online recipes, such as this Roasted Cauliflower and Potato Spinach Salad recipe and this Avocado Farro Mexican Salad recipe, so consumers can easily find delicious, nutritious and convenient mealtime inspiration for any occasion.

“Although many of us start the new year with wellness resolutions, knowing where to start can feel overwhelming,” said Robin Bell, marketing manager at Fresh Express. “By committing to the daily Fresh Intentions challenges, such as drinking more water or getting more greens in by using our fresh and nutritious salad kits and blends, consumers can begin making healthier choices in fun yet achievable ways and set themselves up for success.”

The Fresh Intentions campaign will be live Jan. 8–Feb. 6 and will be further supported by digital advertising and influencer content. Consumers who [sign up](#) for the challenge before Dec. 15, 2023 will also receive early access to the Fresh Intentions Challenge checklist and Fresh Express coupons.

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