



# Salad Recipe Ideas

A Better Salad Every Day.

A premium daily salad discovery platform for consumers, sponsors, contributors, and food brands.



Sponsor-first materials for ingredient brands, kitchen brands, food partners, recruits, and investors.

## 2. The User Problem

People do not need another overwhelming recipe site. They need one useful answer when standing in the kitchen.

### Decision fatigue

- Too many recipe results
- Too many ads and popups
- Too many steps when hungry

### Everyday health goal

- People want one healthy meal
- Salads are simple and visual
- Habit beats complexity

### Friction kills content

- WordPress-style upload is too slow
- Phone-first sharing is required
- Photo-to-recipe intake wins



### 3. The SRI Solution

A focused daily destination for one better salad idea, not a generic food portal.

#### **Recipe Composer(TM)**

- Enter what is in the kitchen
- Always returns best-guess ideas
- Suggests additions and substitutions

#### **Salad Safari(TM)**

- One ingredient spotlight per day
- Global healthy-food discovery
- Archived permanently

#### **Eric's Salad of the Day(TM)**

- Real daily creations
- Named, photographed, rated
- Some win, some lose

**The consumer promise: what salad should I make today?**

## 4. Market Opportunity

Salads sit at the intersection of recipes, healthy eating, meal planning, grocery, premium ingredients, and kitchen tools.

### **Audience**

Home cooks, professionals, wellness consumers, families, retirees, travelers, and people seeking one healthier daily meal.

### **Commercial surface area**

Specialty greens, microgreens, premium meats, cheeses, olive oils, grains, knives, bowls, cutting boards, and meal prep products.

The strategy is not to compete against every recipe site. The strategy is to own the daily salad idea.

# 5. Daily Content Engine

Sustainable growth through one or two useful pages per day.

## Daily pages

- /today.html
- /safari/YYYY/month/day/...
- /eric/YYYY/month/day/...

## Year-one cadence

- 365 Safari pages
- 150-300 Eric pages
- Useful archives, not AI spam

## Long-term asset

- Original recipe names
- Personal photos and ratings
- Ingredient archive and cookbook base



## 6. Premium Sponsor Model

Tasteful placement in useful food content rather than cluttered banner advertising.

### **Ingredient Partners**

- Microgreens and lettuce brands
- Premium meats such as deli meats
- Cheese, grains, nuts, seeds, olive oils

### **Kitchen Partners**

- Knives, boards, bowls
- Meal prep containers
- Grills, stoves, food tools

### **Content Sponsors**

- Salad Safari(TM)
- Eric Daily
- Newsletter and recipe of the day

The site should look like a premium food-media property, not an affiliate content farm.

## 7. Branded IP and Product Surface

The salad focus is narrow for users, while the IP can expand into broader food verticals later.

### **Current marks and concepts**

Recipe Composer(TM)  
Food Composer(TM)  
Ingredient Compiler(TM)  
Recipe AI(TM)  
Salad Safari(TM)  
Eric's 50/50 Base(TM)  
Eric's 50/25/25 Base(TM)  
Eric's Negative Calories(TM)

### **Future expansion**

The same structure can extend to soups, bowls, wraps, sandwiches, smoothies, seafood, grilling, and daily healthy meal planning while keeping Salad Recipe Ideas focused and memorable.

## 8. Distribution and Growth

A simple, recurring behavior can compound into a durable content library.

### **Search**

- Localized pages in 50 languages
- Natural page titles under 6 words
- Ingredient and daily archives

### **Email**

- Decision Fatigue Ends Here
- One click daily CTA
- Simple subscription asset

### **Social and video**

- Photo intake first
- Chef-on-TV style video later
- Instagram-friendly daily posts

The best content is real: named, photographed, rated, and archived.

# 9. Roadmap

Build the habit first, then add automation and premium media.

- | <b>Now</b>  | <b>Next</b>   | <b>Later</b>   |
|---|---|--|
| <ul style="list-style-type: none"><li>• Static V6 launch</li><li>• Recipe Composer(TM)</li><li>• Daily generator and archives</li></ul> | <ul style="list-style-type: none"><li>• Email and phone intake</li><li>• AI photo ingredient estimation</li><li>• Sponsor media kit</li></ul> | <ul style="list-style-type: none"><li>• Mobile app</li><li>• Cookbook series</li><li>• Video content and chef partners</li></ul> |



## 10. Join Salad Recipe Ideas

A better salad every day for consumers and a premium placement environment for food brands.

Sponsor a daily series. Feature a premium ingredient. Support healthy eating discovery. Help build a focused food-media property that stays useful, simple, and human.

### **For Sponsors**

Ingredient partners, kitchen brands, grocery partners, healthy-living brands.

### **For Contributors**

Send a photo. Share a salad. Help build a global archive of healthy ideas.

### **For Investors and Recruits**

Join an early platform with a simple habit, clear niche, and expandable IP.

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