

28 January 2021 | [Velocity Frequent Flyer](#) [1]

Youfoodz joins Velocity Frequent Flyer [2]



- Velocity Frequent Flyer expands everyday earn partners to include Youfoodz
 - Members to receive 1,000 bonus Velocity Points for the first time they earn Points with Youfoodz
- [1]

The Velocity Frequent Flyer partner portfolio continues to grow with Australian fresh, ready-made meal provider, Youfoodz, joining the loyalty program of Virgin Australia.

In what is the first non-airline partnership to be announced by Velocity in 2021, the program?s more than 10 million members will now be able to earn Velocity Frequent Flyer Points when purchasing fresh, ready-made meals, snacks and drinks directly at youfoodz.com [3].

Acting Velocity Frequent Flyer Chief Marketing and Loyalty Officer, Dean Chadwick welcomed Youfoodz to the program.

?We?re proud to welcome Australia?s leading fresh, ready-made meals provider to Velocity which will give our members even more opportunity to increase their Points balance for everyday spend, while enjoying delicious, chef prepared meals, snacks and juices, delivered directly to their door,? said Mr Chadwick.

?Youfoodz is a fantastic product and they?re going from strength to strength in the Australian market and together we?re going to achieve great things. Velocity members will be able to earn more Points to fly faster and we?ll both benefit from increased revenue, new customer acquisition and co-operative marketing campaigns.

?We?re constantly looking for new ways to provide Velocity members value when they fly, and when spending for everyday activities, and we look forward to announcing a host of new partners in 2021, starting with Youfoodz,? he said.

Youfoodz Chief Marketing Officer Simon Jarvis commented, ?We?re delighted to be partnering with Velocity Frequent Flyer to offer Velocity members and Youfoodz customers the ability to eat and earn Points when shopping on Youfoodz.com. There is a lot of alignment between both brands and we think it will be a great value proposition for customers. Our mission is to make healthy eating easy and the reach of the Velocity program is a great way to connect with more everyday Aussies than ever before.

To celebrate the launch of the partnership, Youfoodz are offering Velocity members seven (7) delicious portion and calorie-controlled regular meals for \$55* (excluding delivery) when they enter the code **VFF-MEALDEAL** along with their Velocity membership details, at the checkout. Velocity members will also receive 1,000 bonus Velocity Points for the first time they earn Points with Youfoodz[2]. These generous offers are on top of the base earn of 1 Point per \$1 spent¹, every time Velocity members order directly with Youfoodz.

For more information, visit: <https://experience.velocityfrequentflyer.com/partners-offers/shop-wine-dine/youfoodz> [4]

[DOWNLOAD](#) [5] images.

NOTES TO EDITOR

POINTS EARN INFORMATION

- Earn 1 Point per \$1 spent for every Youfoodz purchase (min. spend \$49, excluding delivery) when buying directly at the Youfoodz website or on the app²; plus
- 1,000 bonus Points the first time a Velocity member earns Points with Youfoodz when buying directly at the Youfoodz website or on the app¹.

ABOUT YOUFOODZ

Youfoodz makes healthy eating easy. Launched in 2012, Youfoodz takes pride in providing everyday Aussies with access to delicious, chef-prepared menus that are packed full of the highest quality seasonal ingredients sourced from local growers. You know it?s fresh from paddock to plate, because meals are delivered fresh to your door. Order today for delivery tomorrow (in select metro areas).

Youfoodz has been voted Best Food Delivery Service by ProductReview three years in a row.

Customers can check they are in the Youfoodz delivery zones at youfoodz.com/pages/delivery-areas [6]

[1] Min. spend \$49 (excluding delivery costs), exclusions apply. Full terms and conditions: <https://experience.velocityfrequentflyer.com/partners-offers/shop-wine-dine/youfoodz> [4]

[2] Points earn valid on Youfoodz orders that are made via youfoodz.com [7] or on the Youfoodz App (iOS App version 2020.4 or later) only. Full terms and conditions: <https://experience.velocityfrequentflyer.com/partners-offers/shop-wine-dine/youfoodz> [4]

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