

# xLunch – building the future food community with the power of people, all in one app

*Innovating the way we cook, blog, and share*

PASADENA, CA, USA, June 18, 2016 /EINPresswire.com/ -- Los Angeles, June 18, 2016 - Following the creation of [Capsuben Lunchbox](#), the LA startup is now to create a smartphone app to encourage people to eat healthy. It's called [xLunch](#).

Based on a similar platform of [Uber](#), the xLunch app connects people who enjoys cooking at home to people who simply want healthy home-cooked meals. Aside from the familiar features you find from Seamless, xLunch offers information on ingredients and recipes of the food you are ordering. For those health conscious eaters, the xLunch app will ease the hassle of finding the right kind of food for their dietary needs. With xLunch, restaurant owners, chefs and food bloggers will soon gain an extra channel of exposure of their brands and products in the real world.

Hall, the company CEO stated, “traditional restaurant owners and chefs may feel reluctant to offer information on their recipes, and as a result, we are making this feature optional, however, consumers nowadays tend to feel more confident to their purchases when they are more informed. It's especially true for the electronics market, people often browse through a few product reviews before committing to buy. As for food, it will be better if we become more open about recipes and ingredients.”

According to Capsuben's official website, the company has posted their sustainable marketing plan called Crowd Blogging, which is sponsorship programme for food bloggers. With the addition of their xLunch app, the company will use its app as a platform to promote their lunchbox by offering 5% discount on transaction fee.

According to Juvera, the company's developer, the app's beta version will be testing with a close group of audience in the late of July this year, which is likely the same time as Capsuben's crowd-funding campaign.

## Key Features of xLunch App

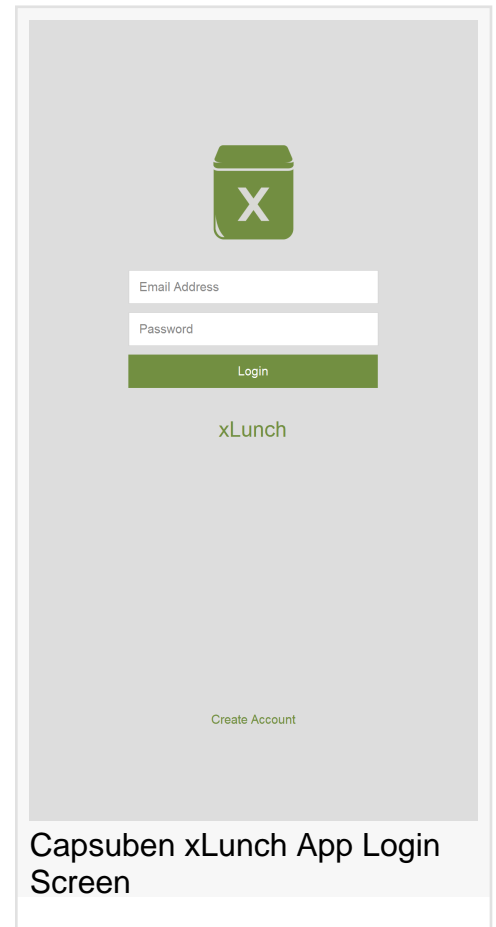
Vendors will be able to curate weekly menu

Promotional discount for all lunchbox users

Able to see ingredient list and cooking recipes before ordering dishes

Connected with mainstream social media websites such as Youtube, Facebook, Twitter, Instagram, etc.

Able to become registered vendors with xLunch



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#### Media Resources:

High-resolution images, logos and headshots can be found here. For more information, please visit the Indiegogo page here. Our official website is [www.capsuben.com](http://www.capsuben.com).

#### About Capsuben Lunchbox & xLunch App

The company Capsuben was formed by Gin Hall in 2015 to promote the benefits of healthy home-made food by introducing of the most versatile lunchbox Capsuben as well as xLunch smartphone app.

Capsuben is the first lunchbox designed and tested to be able to remain easy-to-clean and hygienic after extensive uses. It took 6 months of development and 7 design iterations to finally master all the features you can see today.

xLunch smartphone app was a later addition to the company by Omar Juvera, the company technical co-founder. Inspired by the Mumbai tiffin lunch delivery system, Juvera initially wanted to economise each dabbawala's delivery time and costs so that each lunch can be consumed at its freshest moment. As a result, his research led to the birth of xLunch.

#### Contact

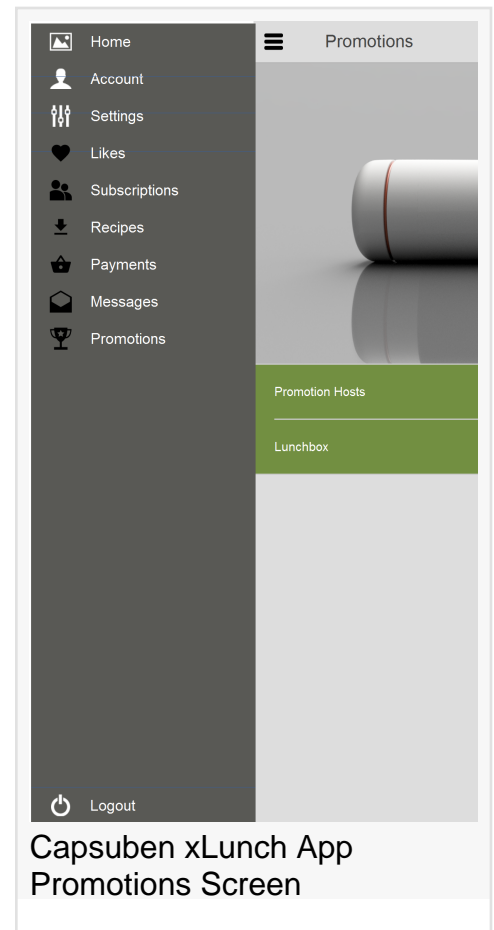
Gin Hall:  
ghall@capsuben.com  
+1 380 263 5439

David Kim  
dkim@capsuben.com  
+1 805 233 4736

#### Social Media Links

Twitter  
<http://www.twitter.com/capsuben>

Instagram



[http://www.instagram.com/capsuben\\_lunchbox](http://www.instagram.com/capsuben_lunchbox)

Facebook

<http://www.facebook.com/capsubenlunchbox>

Pinterest

<http://www.pinterest.com/capsubenlunchbo>

Press Pack

<https://drive.google.com/open?id=0B8DxVxM1RI-yQ2dGWkxTS2VucDg>

Gin Hall

Capsuben

+1 380 263 5439

email us here

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