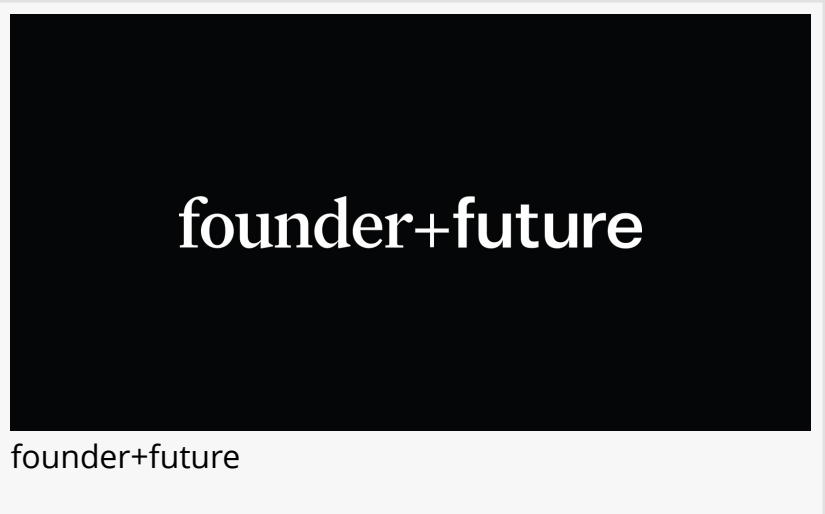


Délidoor unlocks its next phase of growth with strategic partnership with founder+future

A fast-scaling challenger brand reconnects to its essence and accelerates into the future.

AUSTRALIA, June 10, 2026

/EINPresswire.com/ -- Délidoor, one of Australia's fastest-growing prepared-meal challenger brands, has strengthened its commercial and brand foundations following a major strategic evolution delivered in partnership with growth advisory firm [founder+future](#).



Founded by two French entrepreneurs with backgrounds in engineering, consulting and hospitality, Délidoor set out to redefine expectations of frozen meals in Australia, bringing chef-crafted, scratch-cooked meals inspired by Europe's premium frozen food culture into Australian

homes. Customers responded quickly: the business achieved eight-fold growth, a 76% CAGR, a 70% recurring customer rate, and 30% of new customers arriving through word-of-mouth referrals, with a menu now spanning more than 190 meals. Délidoor is one of Australia's fastest-growing prepared-meal challengers, becoming a \$10m business in five years, now serving 15,000 meals a week.

“

founder+future helped us articulate what made Délidoor special and turn that into a clearer roadmap for growth, alignment and long-term success.”

*Jacques Lepron, Co-Founder,
Délidoor*

A natural inflection point - Despite its momentum, the founders recognised a familiar challenge shared by many emerging, founder-driven brands: the business was

evolving rapidly, but the clarity, structure and strategic expression needed for the next decade of growth had not yet caught up.

Jacques Lepron, Co-Founder, Délidoor, said: “Our food has always had a very strong identity, care, quality, real ingredients, but the business had grown so quickly that we realised we needed a clearer articulation of who we were and where we were heading. This process helped us

reconnect with the heart of why we built Délidoor.”

Codifying essence and thinking back from the future - To support Délidoor at this inflection point, founder+future worked closely with the founders to articulate long-term ambition, codify founder essence, refine the brand’s value proposition and evolve the commercial and organisational pathways needed for scale. The work also focused on evolving the internal behaviours and mindset required to support the clarified ambition.

Using their “think back from the future” approach, the work included:

- defining long-term ambition and success pathways
- capturing the essence, motivations and disciplines that shaped Délidoor
- sharpening the challenger positioning in a crowded category
- evolving the brand’s visual identity and tone of voice to bring greater distinctiveness
- strengthening loyalty, membership and customer journeys
- aligning internal behaviours and structure for faster decision-making
- developing a more emotionally resonant brand experience centred on the idea: “Take Dinner Off Your Plate.”

This idea reframes Délidoor from a functional solution into an emotional source of relief for busy households, connecting strategy, brand and customer experience.

Mark Palmer, Partner at founder+future, said: “As a business, Délidoor were already doing extraordinary things. They simply needed a clearer, more scalable expression of who they were and where they were heading. We convinced [Delidoor](#) to embrace their French origins as a source of authentic differentiation, helping them tell their story to drive a distinctive premium positioning.”

Signals of growth and alignment - Since the strategic evolution rolled out in mid-2025, early signals are emerging:

- stronger conversion and sign-up behaviour
- increased customer engagement, including higher time-on-site
- continued referral momentum
- clearer internal alignment and faster decision-making
- a defined pathway for expansion beyond D2C

Further measurable results are expected as loyalty and membership programs mature.

About founder+future

founder+future is a brand and business advisory working with insurgent, emerging and challenger brands at key inflection points. They work with founders, leadership teams, boards and investors to unlock and scale the distinctive energy that propels high-growth brands forward. Their work centres on capturing and codifying founder essence, aligning organisational behaviours and structure, and helping leadership teams “think back from the future” to build

scalable, future-ready brands.

About Délidoor

Délidoor is an Australian frozen ready-meal challenger offering chef-made, preservative-free meals cooked from scratch. Created by two French entrepreneurs with experience in engineering, consulting and hospitality, Délidoor is bringing a new level of care, craft and quality to Australia's growing frozen meal market.

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