

MEDIA RELEASE

FOXES DEN
For *Fast Foodies*

FOR IMMEDIATE RELEASE

Foxes Den Launches New Wellness Range Challenging the "High Protein Only" Ready Meal Trend



Melbourne-based ready-meal company introduces a holistic approach to healthy eating with high-protein, high-fibre meals made with extra-virgin olive oil and real ingredients.

Melbourne, Australia – June 2026 – As Australians become increasingly focused on health and wellbeing, one Melbourne ready meal company believes the industry has been missing the bigger picture

Foxes Den today announced the launch of its new **Wellness Range**, a collection of chef-prepared ready meals designed to support overall wellbeing through a more holistic approach to nutrition.

While much of the ready meal category has focused heavily on calorie counting and protein claims, Foxes Den has developed a range that addresses multiple pillars of healthy eating, including protein, fibre, healthy fats, ingredient quality and portion control.

The result is a collection of meals that are not only convenient and nutritionally balanced but also genuinely satisfying and full of flavour.

"Our goal wasn't to create another high-protein meal," says Heidi Dyt, Founder of Foxes Den.

"We looked at the ready meal market and felt there was a gap. Many products focus on one or two aspects of healthy eating, but wellness is much broader than that. We wanted to create meals that help people feel nourished, energised and supported in their health goals without sacrificing flavour or convenience."

The Wellness Range was inspired in part by Dyt's own experience managing long-term gut health challenges while balancing work, family and the demands of everyday life.

"I know how difficult it can be to consistently eat well when life gets busy," she says.

"Like many Australians, I love cooking, but between work, family, exercise and everything else that fills our days, cooking from scratch every night simply isn't realistic. We wanted to create a solution that makes healthy eating achievable, even on the busiest days."

Each Wellness meal has been carefully developed around five key nutritional principles:

- High Protein
- High Fibre
- Made with Extra Virgin Olive Oil (EVOO)
- No Preservatives, Artificial Additives or Unnecessary Chemicals
- Portion Controlled and Nutritionally Balanced

Importantly, flavour remains at the centre of every meal.

"Healthy food should never feel like a compromise," says Dyt.

"Our philosophy has always been simple: if it doesn't taste amazing, people won't keep eating it. Wellness meals should be just as enjoyable as they are nutritious."

The launch comes amid growing consumer demand for foods that support long-term health outcomes, digestive health, energy levels and overall wellbeing, rather than simply weight management alone.

The range includes five globally inspired meals:

- Tex Mex Chicken with Pepperonata, Black Beans and Sweet Potato Mash
- Sri Lankan Black Pork with Sambal, Green Beans and Coconut Rice
- Miso Satay Chicken with Sweet Potato, Broccoli, Brown Rice and Quinoa
- Mediterranean Chicken with Braised Cannellini Beans and Vegetables
- French Lentil Braise with Chicken, Vegetables and a Nut & Seed Blend

Foxes Den believes the range appeals to a broad cross-section of consumers, including fitness enthusiasts, busy professionals, health-conscious families and those looking to improve their overall wellbeing through better food choices.

The launch is further supported through partnerships with **28 by Sam Wood** and **Sports Dietitians Australia**, helping educate consumers on the role balanced nutrition can play in achieving health goals.

The Wellness Range launches on **1 June 2026** and will be available via **foxesden.com.au**, **Coles Local stores and independent supermarkets and grocers across Victoria, NSW and Tasmania.**

About Foxes Den

Foxes Den is a Melbourne-based premium ready meal company creating chef-prepared meals, soups and salads using quality ingredients and flavour-first recipes. Known for bringing restaurant-quality convenience to busy Australians, Foxes Den continues to innovate, delivering products that combine exceptional taste with nutritional integrity.

Key Messages

- New Wellness range launches 1 June 2026
- High Protein, High Fibre, Made with EVOO
- No Preservatives or Artificial Additives
- Portion Controlled and Nutritionally Balanced
- Designed for modern health-conscious consumers
- Available online, selected retailers and Coles Local

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