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7 November 2020 – A newly launched subscription service by YeboBox is the first of its kind in the UK to deliver a monthly goodie box full of beloved home-grown sweets and snacks to nostalgic South African and Zimbabwean fans abroad.

“There’s nothing like discovering a little piece of home when you’re living abroad,” says Matthew Pollard, Co-Founder and CEO of YeboBox, a South African-based business with a presence in Britain. “We’re recreating that same experience of discovery in a box of treats from back home.”

Pollard came up with the idea of subscription boxes when he witnessed the joy that his fellow expats experience when they come across shops selling their favourite products from home. “When the COVID-19 pandemic started restricting movement, the need for an online service that brings quality products to your doorstep more regularly became clear.”

The company offers two subscriptions:

1. YeboBox Classic is a medium-sized package containing 11 or more little indulgencies

2. YeboBox Mini is a letterbox-sized taster collection of six or more treats

Boxes are tastefully packaged, making them a great gift for friends abroad. Every month’s snack selection is different and cleverly determined by the results of monthly online polls of the brand’s social media followers.

Delivery to mainland UK is included in the subscription fee, with international shipping available at an additional cost.

The team behind YeboBox, made up of cousins Tracey Lee Pollard and Matthew Pollard, has its sights set on future expansion to establish a local presence in more countries, starting with the US, Canada, Australia and

New Zealand. “It’s now more important than ever that we find ways to bring joy into our lives, whether it’s by simply indulging ourselves once in a while or by reconnecting to the place where our journey began,” adds Pollard.

For its launch, YeboBox is offering subscriptions at reduced prices of £19.99 per month for a Mini subscription and £39.99 per month for a Classic subscription. Find out more and subscribe online at www.yebobox.com

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