



Press release

New HelloFresh facility in Nuneaton ‘officially’ opens

- **HelloFresh’s flagship facility in Nuneaton has officially produced and distributed more than one million meal kit boxes.**
- **The 230,384 square foot centre in Nuneaton is operating 24 / 7, following a soft-opening in December 2020.**
- **With a number of renewable energy, water saving, and energy efficiency features, the facility has a five-star sustainability rating, and has already led to more than 800 new jobs in operations, distribution, and management.**
- **It is HelloFresh’s largest of two production and distribution centres in the UK, and third largest in Europe.**

Nuneaton, April 2021: HelloFresh – the world’s largest meal kit provider – has reached a milestone moment, as its new Nuneaton facility produced and distributed its one millionth box this month, with meal kits in continued demand. The facility is now operating 24 / 7, following a soft-opening in December last year.

Around three football pitches in size (230,384 square feet), the production and distribution centre has been named by employees as the Beehive. It has already led to more than 800 jobs in operations, distribution, and management.

With state-of-the art features including skylights to maximise natural light and superior air tightness for better temperature control, the Beehive has a five-star sustainability rating. Other sustainability features include a rainwater harvesting system, planned solar panels for both electricity and heating water, and motion and daylight sensors.

The Beehive is now the largest of two HelloFresh production and distribution centres in the UK, and third largest in Europe. Its official opening follows the company’s announcement that it will reduce emissions in its production facilities by 60 per cent per euro revenue by 2022.

While the opening follows 12 months of rapid growth in demand for HelloFresh, the Nuneaton facility was planned prior to the first national Covid-19 lockdown, with many people having already recognised the value of meal kits.

In March 2021, HelloFresh posted record results for 2020, more than doubling its year-on-year sales, reaching €3.75 billion, with the UK market alone seeing growth of 140 per cent.

UK CEO, Laurent Guillemain, said:

“Reaching this milestone is thanks to the continued dedication and hard work of more than 800 people who keep the centre running every day. We are pleased to be supporting these new jobs in the local area, while always looking to mitigate the environmental impact of our growth.



As the world's largest meal kit provider, we have a responsibility to set a clear precedent for sustainable growth – and it's a responsibility that we take very seriously, including here in Nuneaton.

We look forward to continuing to strengthen our ties with the local community at this very exciting time in our history”.

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Sustainability features of the Beehive:

- 100 percent green energy.
- 12 percent of the ceiling features skylights to maximise natural light.
- Planned solar panels to be installed across the entire roof, with 1.1MWp of output.
- Rainwater harvesting system on the roof.
- Solar thermal panels planned to heat water.
- Motion and daylight sensors to reduce overall energy consumption.
- Superior air tightness for improved temperature control.
- Infrastructure for electric car charging stations.
- An ice pack production machine which produces water-based ice packs, avoiding microplastics required for gel-filled cool packs.

Other features of the new Nuneaton facility:

- Larger than HelloFresh's other UK facility - the Granary in Banbury, Oxfordshire - 230,384sq ft vs 220,000 sq ft.
- Capability and capacity to facilitate HelloFresh's product offering of 36 recipes per week.
- A multi faith prayer room and a large canteen serving hot and cold food and drinks for employees.

About HelloFresh

HelloFresh SE is the world's leading meal-kit company and operates in the U.S., the United Kingdom, Germany, the Netherlands, Belgium, Luxembourg, Australia, Austria, Switzerland, Canada, New Zealand, Sweden, France and Denmark. In 2020, HelloFresh delivered over 600 million meals and reached close to 5.3 million active customers. HelloFresh was founded in Berlin in November 2011 and went public on the Frankfurt Stock Exchange in November 2017. HelloFresh has offices in New York, Berlin, London, Amsterdam, Sydney, Toronto, Auckland, Paris and Copenhagen.