

HelloFresh Expands New Jersey Operations with New Totowa Distribution Center

Company's Third New Jersey Facility Supports Rapidly Growing EveryPlate Brand

New York, January 11, 2021 – [HelloFresh](#) SE, America's leading meal kit company, announced the opening of a new distribution center in Totowa, New Jersey. Located at 8 Vreeland Avenue, the 127,055 square-foot facility supports the production and distribution of [EveryPlate](#), HelloFresh's rapidly growing meal kit brand focused on value, convenience and customization.

Across its three brands, [HelloFresh](#), [EveryPlate](#) and [Green Chef](#), the company operates multiple distribution centers in New Jersey with locations in Newark, Swedesboro and now, Totowa. During the initial launch phase, the Totowa facility brings 225 new jobs to the region in production, operations and management roles, with plans to expand production this year. Individuals interested in career opportunities in Totowa or any HelloFresh facilities are encouraged to visit hellofresh.com/careers/locations/us for additional information.

"New Jersey has proven to be a very effective production and distribution hub for HelloFresh across our three brands. We're excited to be increasing our production capabilities in this region as we fuel the next phase of our growth," said Uwe Voss, CEO of HelloFresh U.S. "The new Totowa facility accommodates the increasing demand for EveryPlate, allowing us to serve even more customers with fresh, affordable and convenient meal solutions."

By strategically expanding operations close to its Newark distribution center, HelloFresh is leveraging operational efficiencies and existing supplier relationships to quickly scale up production and better serve customers in the Northeast and Midwest. In addition, HelloFresh is tapping into the region's strong labor pool and talented workforce.

In addition to the Totowa distribution center, HelloFresh recently started production in a new facility in Newnan, GA and plans to open a new Dallas Fort-Worth distribution center in Q1 2021. The expanded operations and continued investments in supply chain capabilities accommodate increased customer demand for meal kits and will enable HelloFresh to provide unparalleled service, increased customization and expanded menu selections.

Headquartered in Berlin, Germany, HelloFresh is the largest meal kit provider in the United States and worldwide. In Q3 2020 (July 1 - September 30, 2020), HelloFresh delivered 72.7 million meals to nearly 2.49 million active customers in the U.S.

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 Q3 2020, HelloFresh delivered over 162 million meals and reached five 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.

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