

HelloFresh rolls out climate labeling internationally to help customers make more sustainable recipe choices

- **After a successful implementation in Germany and Austria in November 2021, the global meal kit provider rolled out climate labeling to eleven additional countries**
- **A recently published Life Cycle Assessment revealed that ingredients are by far the biggest contributor to HelloFresh recipe emissions**
- **The label helps customers to identify climate friendly recipes and is HelloFresh's first step towards empowering sustainable food decisions**

Berlin, 15th December 2022 – HelloFresh SE (“HelloFresh”) rolled out its climate labeling initiative to eleven additional countries after the company successfully launched the product feature across Germany and Austria in November 2021. The initiative was introduced in direct response to the recently published Life Cycle Assessment (LCA) that showed that ingredients are by far the biggest contributor to emissions. The label is now available also in the UK, Belgium, Luxemburg, the Netherlands, Australia, New Zealand, Italy, France, Denmark, Norway and Sweden and includes recipes that are causing up to 85 percent less CO₂e emissions than the average HelloFresh recipe.

Empowering sustainable food decisions

HelloFresh’s data shows that sustainability remained an important topic for customers since the beginning of the year across all markets. An internal customer survey showed that two thirds of HelloFresh customers reported that they would like to know more about ingredient emissions. Using the globally respected databases of the independent research company [HowGood](#), the climate impact of recipes is measured by analyzing a number of key metrics which include the amount of GHG emissions generated by the agricultural production and the food processing required to obtain the ingredients that customers find in HelloFresh recipes.

The climate label ranks up to 10 recipes per market, which is on average a quarter of the local menu size, and guides customers towards more sustainable food choices. The labeled recipes have on average 70 percent less CO₂e emissions than the average HelloFresh recipe.

LCA shows: Ingredients are the main contributor to emissions

In April 2022 HelloFresh published an in-depth life cycle assessment which analyzed the environmental footprint across the whole value chain from field to fork. It showed that an average meal from HelloFresh has 25% lower CO₂e emissions, compared to the exact same meal prepared with ingredients purchased from a supermarket.¹ Another key finding was that ingredients are by far the

¹ The LCA Study was peer reviewed by an independent panel of three experts in conformity to the ISO 14040 and 14044 standards for public disclosure of results. A technical summary of the study including details of the basis of our comparative claims can be found at this [link](#).

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main contributor to emissions which proves the importance of mapping carbon emissions of recipes. Additionally a recently published research paper² underlines that cooking with HelloFresh substantially reduces household food waste by 38 percent in comparison to traditionally cooked dinners.

“Our innovative supply chain technology connects millions of data points which enable us to further lower the carbon footprint of our products”, said Tilman Eichstädt, COO Upstream at HelloFresh International. “Introducing the climate label is the first step towards our goal to offer full menu transparency for our customers in order to empower our customers’ to eat in a more sustainable way.”

Continuously lowering its impact on the environment is one of HelloFresh’s central business goals. The company is well on track to achieve its ambitious goal to reduce CO₂e emissions from its production facilities by 60% on a per euro revenue basis by the end of 2022, compared to a 2019 baseline.

About HelloFresh

HelloFresh SE is a global food solutions group and the world's leading meal kit company. The HelloFresh Group consists of six brands that provide customers with high quality food and recipes for different meal occasions. The Company was founded in Berlin in November 2011 and operates in the USA, the UK, Germany, Ireland, the Netherlands, Belgium, Luxembourg, Australia, Austria, Switzerland, Canada, New Zealand, Sweden, France, Denmark, Norway, Italy and Japan. In Q2 2022 HelloFresh delivered almost 270 million meals and reached 8.0 million active customers. HelloFresh went public on the Frankfurt Stock Exchange in November 2017 and is currently traded on the MDAX (Mid-Cap German Stock Market Index). HelloFresh has offices in Berlin, Saarbrücken, New York, Dublin, Chicago, Boulder, London, Amsterdam, Sydney, Toronto, Auckland, Paris, Copenhagen, Milan and Tokyo.

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² Source: <https://www.sciencedirect.com/science/article/pii/S0959652622035739?via%3Dihub#>