



Press release

## HelloFresh launches climate labelling to help customers make more sustainable recipe choices

09 November 2021

- **Global meal kit provider unveils new climate labelling to help customers understand the carbon impact of recipes**
- **Program launches across Germany and Austria following a successful six week trial period**
- **Follows innovations to help meet commitment to halving food waste by 2022, against a 2020 baseline, and reducing the carbon of production facilities by 60% within the same timeframe.**

HelloFresh, the global food solutions group, has launched a new climate labelling initiative to help customers understand the carbon impact of recipes and make more sustainable choices.

The Climate Hero ('Klimaheld') tag will appear next to recipes which fall under the top five lowest carbon intensive recipes of the week. Every recipe with this tag generates at least 50% less CO<sub>2</sub>e emissions than the average HelloFresh recipe.

The initiative has been introduced in direct response to consumers wanting to live more sustainably and coincides with the COP 26 climate change summit in Glasgow.

Using globally respected databases, the climate impact of recipes is measured through analysing a number of key metrics which include the amount of carbon used to produce ingredients and the emissions generated through transportation. The Climate Hero tag will initially appear next to recipes for customers in Germany and Austria.

The Climate Hero tag was first shown to a limited number of customers as part of a trial phase in August. Initial results show that recipes with the Climate Hero tag saw a notable increase in customer selection and a reduction in cancellation rates. HelloFresh now intends to roll out the Climate Hero tag to all customers in Germany and Austria before progressing the initiative into other regions should it prove popular.

**Tilman Eichstaedt, HelloFresh's Senior Vice President of Supply, Product & Sustainability commented that:** *"I'm excited to have seen such a positive reception to the Climate Hero initiative. As a business, it's important that we play our part in providing information which allows our customers to make more sustainable decisions.*

*"We have been working incredibly hard at HelloFresh to consistently innovate and find solutions to help us address the climate crisis. From packaging and supply chain to food waste and agriculture, all of our teams are completely focussed on finding ways to limit our impact on the planet. There are several programs being trialled across the world and I'm excited to share more stories of success over the coming months".*



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HelloFresh is also offering customers alternative vegan protein ingredients which have a significantly lower carbon impact than meat products. Over the course of 2021, over 2 million recipes containing a vegan alternative protein were shipped to customers globally, with over 700,000 shipped in the last quarter alone.

Since the start of 2021, HelloFresh has been investing substantially to lower its operational carbon impact. The company expects a 50% reduction already this year for direct and indirect emissions from warehouses globally against a 2019 baseline. In the Netherlands, Belgium and Luxembourg alone carbon emissions per box from delivery have reduced by 50% against a 2018 baseline.

Globally, HelloFresh has committed to halving food waste intensity by 2022, against a 2020 baseline, and reducing the carbon emissions of production facilities by 60% within the same timeframe. Intensity is measured in grams of food waste per euro of revenue and emissions per euro of revenue.

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#### **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, the Netherlands, Belgium, Luxembourg, Australia, Austria, Switzerland, Canada, New Zealand, Sweden, France, Denmark, Norway and Italy. In Q3 2021 HelloFresh delivered 227 million meals and reached 6.94 million active customers. HelloFresh went public on the Frankfurt Stock Exchange in November 2017 and has been traded on the DAX (German Stock Market Index) since September 2021. HelloFresh has offices in New York, Berlin, London, Amsterdam, Sydney, Toronto, Auckland, Paris, Copenhagen and Milan.