

## Factsheet

(As of: May 11th, 2026)

**„We change the way people eat forever.“**

### **About HelloFresh SE**

HelloFresh SE is a global digital-native FMCG company and the world's leading meal kit provider. The HelloFresh group consists of eight brands that provide customers with high quality food and recipes for different meal occasions. HelloFresh is radically rethinking the traditional food supply chain by creating a data driven on-demand system that enables growing at scale and allows delivering food more sustainably. In addition to the meal kit business, which is offered to customers through the group's brands HelloFresh, Green Chef, Every Plate and Chefs Plate, the company is active in the ready-to-eat space through brands Factor and Youfoodz. Recently HelloFresh entered the meat and seafood subscription market with Good Chop and the pet food market with premium pet food brand The Pets Table. The Mission: Change the way people eat – forever. This mission goes beyond just changing the way customers shop for and prepare food. It means providing better access to nutritious, fresh ingredients in a more sustainable way.

### **Key Facts**

<b>Founding year</b>	2011
<b>Founders</b>	Dominik Richter, Thomas Griesel & Jessica Nilsson
<b>Management Board</b>	Dominik Richter (CEO ), Fabien Simon (CFO), Edward Boyes (CBO), Assaf Ronen (CCFO)
<b>Brands</b>	HelloFresh, Green Chef, EveryPlate, Factor, Chefs Plate, Youfoodz, The Pets Table, Good Chop
<b>Markets</b>	Germany, UK, USA, Australia, New Zealand, Austria, Netherlands, Belgium, Canada, Switzerland, Luxembourg, France, Sweden, Denmark, Norway, Ireland
<b>Company size</b>	~ 18.000 employees
<b>Offices</b>	Berlin, London, Amsterdam, Paris, Copenhagen, Toronto, New York, Boulder, Chicago, Sidney, Auckland, Dublin, Saarbrücken, Wrocław, Warsaw
<b>Distribution centers</b>	<b>Europe:</b> Verden (D), Barleben (D), Banbury (UK), Derby (UK), Bleiswijk (NL), Lisses (FR), Möhlin (CH), Bjuv (SE), Moss (NO), Dublin (IE)

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**Place of jurisdiction**  
**Local Court**  
**VATIN**  
**Managing director** Berlin  
HRA 51246 B  
DE 301496358  
Dominik Richter

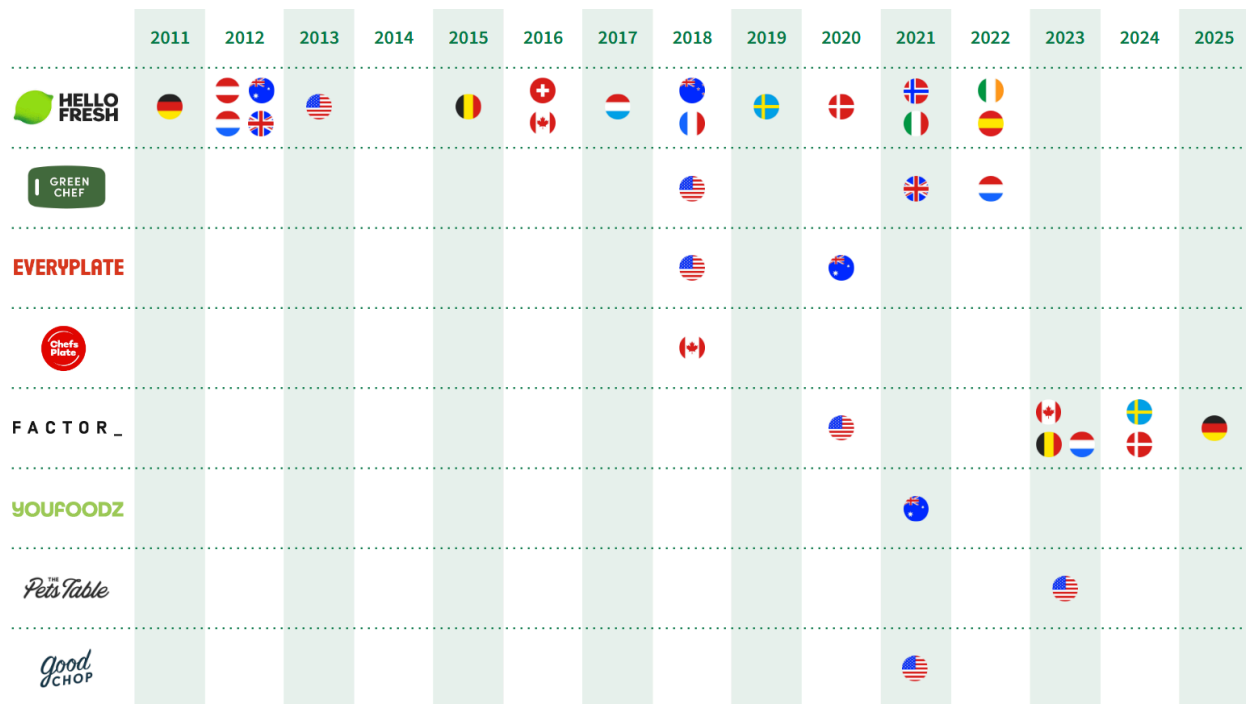
# HELLOFRESH GROUP

**ANZ:** Perth (AU), Sydney (AU), Brisbane (AU), Auckland (NZ)  
**USA + Canada:** Newark (NJ), Swedesboro (NJ), Irving (TX), Phoenix (AZ), Goodyear (AZ), Aurora (CO), Aurora (IL), Burr Ridge (IL), Lake Zurich (IL), Abbotsford (BC), Nisku (AB), Mississauga (ON), Brampton (ON)

## Revenue

€6.76 billion revenue in FY 2025

## Company Milestones



**2017:** HelloFresh goes public on the Frankfurt Stock Exchange

**2019:** [First full year of profitability](#)

**2020:** [HelloFresh announces its vision to become the world's leading integrated food solutions group](#)

**September 2021:** [Inclusion in Dax](#) (German Stock Market Index)

[Press material](#)

For more information please visit [hellofreshgroup.com](https://hellofreshgroup.com).

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