

## **HelloFresh Launches Production Facility for Factor in Verden (DE)**

- **The site will serve as the central production hub for Factor's ready-to-eat meals across five European markets**
- **Its launch in Q1 2026 is an important milestone of HelloFresh Group's strategy to expand an underdeveloped Ready-to-Eat (RTE) category in Europe**
- **Factor will create around 900 jobs over time in the pioneering ready meals sector with the new site**

**Berlin, August 21 2025** – Today, HelloFresh SE („HelloFresh“) announced the launch of a new production site in Verden an der Aller for Factor, a direct-to-consumer (D2C) Ready-to-Eat (RTE) meal service. The site will serve as the central production hub for Factor's European markets as well as future markets. The opening of the Factor production site is an important step for the HelloFresh Group's strategy for the global expansion of the Ready-to-Eat (RTE) category. Production is scheduled to begin in the first quarter of 2026.

### **Innovative Ready-To-Eat production in the Aller Weser region**

Factor is poised to transform mealtime for consumers, offering an unparalleled level of convenience while maintaining high standards of quality, nutritional value and taste ready to eat in only four minutes. Unlike conventional options, Factor meals are developed by dietitians, freshly prepared by chefs and aimed at health conscious consumers who want to reach their dietary goals. The opening of its own manufacturing site in Germany brings the pioneering and innovative production of Factor ready meals to HelloFresh's home market. The new site has the capacity to create around 900 jobs over time in the pioneering ready meals sector. Factor Europe already started to build its team in Verden with first employees on board since Q2 and is now recruiting for a range of diverse, attractive job profiles within industrial gastronomy – including occupational safety, quality assurance, kitchen and production.

The Factor plant is being built on HelloFresh's first meal kit production site in Verden. The 30,000 m<sup>2</sup> big site - currently still shared with the HelloFresh meal kit production - entails one of Europe's largest industrial kitchens with state-of-the-art technology. HelloFresh's production capacities for Germany and Austria will be moving to its automated production facility in Barleben and the production of HelloFresh boxes will phase out in 2026. The Group's first production facility with an in-house developed automation technology has been gradually taking over Verden's meal kit production capacity since Q1 2025.

Kaylyn Tolzmann, Managing Director and COO Factor Europe: „Bringing the Factor Europe production to Germany not only means the highest quality standards for us, it is also a clear commitment to innovation in Germany as a business location. Above all, we benefit here from highly qualified

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Press release

specialists who decisively advance our product and our processes and set new standards for the production of fresh, healthy Ready-to-Eat meals.”

### **A strategic component of HelloFresh Group’s multi-brand strategy**

By expanding its RTE offerings, HelloFresh aims to reach a broader audience, including consumers who prioritize a healthy lifestyle without compromising on convenience, those who may not always enjoy cooking, or those following specific dietary plans. This strategic move is aligned with HelloFresh’s vision of becoming the world’s leading digital-native FMCG company

### **About Factor**

Factor is a ready-to-eat meal delivery service that takes a whole new approach to fresh-prepared food. Weekly rotating menus are developed by dieticians and chef-prepared, empowering busy consumers to pursue a healthy lifestyle while keeping mealtime simple and stress-free. Every Factor meal is made from scratch using high quality ingredients. Factor currently delivers to residents in Germany, Sweden, Denmark, the Netherlands and Belgium with plans to expand to other European countries in the future. Factor comes from the world’s leading meal-kit company, HelloFresh, which means customers in Germany can expect the same quality, freshness, and reliability they already know and love. For more information visit [www.factor-meals.de](http://www.factor-meals.de).

### **About HelloFresh**

The HelloFresh Group 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. 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, Italy, Ireland and Spain. In Q1 2025 the HelloFresh Group delivered c. 240 million meals globally. HelloFresh SE went public on the Frankfurt Stock Exchange in November 2017 and is currently traded on the MDAX (Mid-Cap German Stock Market Index). The HelloFresh Group has offices in Berlin, Saarbrücken, New York, Chicago, Boulder, London, Amsterdam, Sydney, Toronto, Auckland, Paris, Copenhagen, Milan, Dublin and Barcelona.

### **Pressekontakt**

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