



HelloFresh is European champion for excellent production standards

World market leader wins "Industrial Excellence Award Europe 2018"

Berlin, 01 November 2018 - HelloFresh, the global market leader in the meal-kit sector, has won the prestigious European "Industrial Excellence Award". Just recently, the company was awarded the "Industrial Excellence Award" for Germany. The Award honors HelloFresh for setting extraordinary standards within the supply chain and for production standards.

"Our complex supply chain enables us to deliver more than 16 million high quality meals to customers in three continents every month. It is one of our key competitive advantages to meet the highest quality standards in the food industry. The award shows that we are living up to our claim of international leadership and have managed to build up something unique in such a short time ", says Markus Windisch, HelloFresh COO.

HelloFresh convinced the jury with the rapid development and expansion of the complex and extremely robust supply chain, with which the company is revolutionizing the market for "fresh food at home" worldwide. In addition, HelloFresh managed to put 16 large distribution centers worldwide into operation, in only seven years. A special challenge is the handling of perishable food as well as the close and direct involvement of producers.

HelloFresh competed against the national winners from other Western European countries, as well as Turkey.

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About HelloFresh

HelloFresh 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 and New Zealand. HelloFresh delivered 48.9 million meals to 1.84 million active customers worldwide in the three-month period between April 1, 2018 and June 30, 2018. 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, Zurich, Sydney, Toronto and Auckland.