

From Meal Kit Pioneer to Daily Kitchen Companion: HelloFresh Launches Free Cookbook and Discover App Features Globally

The global launch of the free "Cookbook" and "Discover" features opens the HelloFresh app to non-subscribers, supporting users with daily meal planning and recipe organization, while deepening the experience for current meal kit subscribers.

Berlin, June 3 2026 – HelloFresh SE ("HelloFresh") today announced an expansion of its digital ecosystem, inviting non-subscribers to the app with an array of new features tailored to a broader audience. HelloFresh has spent nearly fifteen years perfecting the home cooking experience – sourcing fresh ingredients, developing thousands of chef-crafted recipes, and helping millions of households eat better every week. Today's launch extends that foundational culinary expertise beyond the weekly meal kit subscription, turning HelloFresh's proprietary digital tools into a free, universal utility for any home cook through the global launch of the Cookbook feature. By opening the Cookbook as a single, integrated destination, HelloFresh is utilizing its data and culinary scale to help anyone find, organize, and cook meals every day, regardless of whether they buy a meal kit.

Cookbook: From any recipe, anywhere, to home-cooked reality

The centerpiece of this open-access initiative is the Cookbook – a free, open-access feature built directly into the HelloFresh app – which serves as an intelligent, centralized home to organize recipes from any source. Powered by AI, users can share any video from TikTok, Instagram, YouTube or external websites directly into the app. The AI instantly extracts the information to create a structured recipe with step-by-step instructions that mirrors HelloFresh's own intuitive cooking guides, complete with an organized ingredient list, solving the pervasive problem of social media inspiration that never makes it from the screen to the dinner table. The Cookbook also digitizes physical media. Users can photograph handwritten recipe cards, family notebooks, or magazine clippings and the app will convert them into the same structured, searchable format – putting a grandmother's handwritten pasta alongside a trending TikTok dish in one organized home.

Since launch, a few weeks ago, more than a million recipes have already been saved globally, drawing from sources including Instagram, TikTok, and websites – and for the first time, non-paying customers can also save HelloFresh's own coveted recipes, bringing the full breadth of our culinary library into one open, accessible home.

Discover: Combining chef-tested quality with the creator economy

The new "Discover" tab, a curated in-app feed that surfaces recipes tailored to each user's tastes. It utilizes the same advanced personalization engine that powers HelloFresh's weekly meal recommendations for subscribers, learning a user's preferences over time.

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Press release

To ensure the highest standards of home cooking, the Discover tab integrates HelloFresh's own library of chef-tested recipes alongside content from the broader food creator economy. Creators can publish their recipes on the Discover tab for free and get a dedicated profile page with their bio, photo, links to their social channels, and full recipe collection. By bringing these creators into the Cookbook ecosystem, they're able to reach millions of home cooks and grow their following. Over time, Discover will evolve into a fully personalized discovery engine, learning individual preferences to serve up ideas that feel handpicked.

"HelloFresh has become the world's most trusted home-cooking platform – delivering fresh ingredients, expertly crafted recipes, and the confidence to cook well, week after week," said Assaf Ronen, Group President and Board Member, HelloFresh SE. "Almost 15 years of delivering millions of meals has given us the world's largest proprietary recipe database and unparalleled insight into what people genuinely love to cook and eat. That foundation is what makes the Cookbook uniquely powerful – a natural extension of our meal kit service, and the basis for our vision of one seamless platform, from the first scroll of inspiration to the moment you plate your meal."

To learn more, download the HelloFresh app ([iOS](#) / [Android](#)) today.

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 and Ireland. HelloFresh SE went public on the Frankfurt Stock Exchange in November 2017 and is currently traded on the SDAX (Small-Cap German Stock Market Index). The HelloFresh Group has offices in Berlin, Saarbrücken, New York, Chicago, Boulder, London, Amsterdam, Sydney, Toronto, Auckland, Paris, Copenhagen, Dublin, Wrocław and Warsaw.

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