

# HELLOFRESH

## GROUP

### HelloFresh Tests Advertising in ChatGPT

**New York, February 9, 2026** – HelloFresh Group announced today its participation in [OpenAI's Ad Pilot Program](#), to test ads in ChatGPT, OpenAI's conversational AI platform. As a participant in the pilot, HelloFresh and Factor are among a limited group of brands exploring how advertising can appear in contextually relevant ways within the ChatGPT user experience.

This initiative reflects HelloFresh's commitment to innovative, platform-focused digital marketing. Through the pilot, the brands are exploring how to connect authentically with consumers in context-rich moments, such as when they are actively seeking information about meals, recipes, and lifestyle decisions.

"ChatGPT represents a new kind of consumer moment, one that is both intent-rich and highly contextual," said Patrick Stal, Chief Marketing Officer at HelloFresh Group. "As an early participant, we see this as an opportunity to learn, to innovate, and to help define what helpful, relevant brand presence should look like in conversational AI environments."

"We believe ads play an important role in continuing to support broad access to AI," said Asad Awan, Ads and Monetization lead at OpenAI. "By working closely with partners like HelloFresh in this pilot, we're able to thoughtfully test new ad experiences and learn together to ensure ads are separate and clearly distinct, relevant, and useful while maintaining the trust people place in ChatGPT."

The pilot is currently limited to adult users in the United States. Advertising placements are clearly labeled and do not influence ChatGPT answers, in line with OpenAI's principles. HelloFresh will continue to assess performance, consumer response, and broader market norms as the platform evolves.

"This is an exploratory step, not a finished model," Stal added. "We're focused on learning quickly, applying discipline, and using those insights to inform how we show up for consumers as AI-driven discovery continues to grow."

#### About HelloFresh

The HelloFresh Group is a global digital-native CPG 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 Q3 2025 the HelloFresh Group delivered 202.6 million meals globally. HelloFresh SE went public on the Frankfurt Stock Exchange in

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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.

### Press contact

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