The Pets Table Expands National Retail Footprint with Whole Foods Market Launch

Expanding nationwide to nearly 500 stores and online, HelloFresh's premium pet food brand brings its human-grade EasyFresh™ line, nutrient-rich Air-Dried recipes, and innovative Dental Chews to Whole Foods Market shoppers.

New York, November 16, 2026 – The Pets Table, the premium pet food brand from HelloFresh, announced today its national retail launch in Whole Foods Market. Marking the brand's third major retail partner launch, The Pets Table will now be available at approximately 500 Whole Foods Market stores nationwide and online at WholeFoodsMarket.com.

Starting this month, Whole Foods Market shoppers will have access to a curated lineup of seven shelf-stable items, featuring convenient, wholesome nutrition developed with The Pets Table's on-staff, board-certified vet nutritionist:

- **EasyFresh™ Dog Food:** The Pets Table's revolutionary shelf-stable, human-grade food line. Made with real ingredients, EasyFresh™ delivers the same nutrition and quality as fresh frozen dog food without requiring freezer space or thawing. Using patented multilayer carton packaging that blocks out light, air, and bacteria, meals are cooked gently in small batches and sealed immediately for hassle-free, ready-to-serve feeding. Available recipes include the Pork & Spinach Plate, Chicken & Kale Stew, and Beef & Green Bean Stew.
- **Air-Dried Dog Food:** A healthy, minimally processed alternative to traditional kibble, cooked low and slow for 16+ hours at 175°F to preserve essential nutrients and maximize natural flavor. Available recipes include Chicken & Sweet Potato, Salmon & Whitefish, and Turkey & Spinach.
- **Dental Sticks:** Chicken-flavored dental sticks engineered for dogs of all sizes. Built with a unique grooved design to scrub plaque and tartar, the chews are powered by a clinically tested postbiotic to support a healthy oral microbiome in just seven days. A natural parsley and mint duo freshens breath.

Both the Air-Dried and EasyFresh™ product lines are designed for convenience at home or on the go. Every recipe is formulated to support immune health, digestion, skin and coat health, and an active lifestyle.

"Our goal is to make high-quality pet nutrition more accessible and practical for everyday lives," said Laurent Guillemain, Co-Founder and CEO of The Pets Table. "Launching nationwide with Whole Foods

Market is a major milestone for our brand and allows us to bring our convenient, healthy offerings to where conscious consumers are already shopping for their families."

Having delivered over 50 million meals and earned more than 8,000 five-star reviews, The Pets Table has established itself as a disruptor in the premium pet food category. In customer surveys:

- 87% of customers saw better health for their dogs after two orders of The Pets Table.
- 85% of customers reported their dogs prefer The Pets Table to their previous food.
- 92% found transitioning to The Pets Table seamless.

To learn more about The Pets Table, visit www.thepetstable.com.

About The Pets Table

The Pets Table is a personalized pet food service designed to keep pets healthy and happy—made with real ingredients that humans love. Launched in 2023, the Company prioritizes high-quality, minimally-processed meal options delivered directly to customers' doors. For more information, visit www.thepetstable.com.

About HelloFresh Group

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 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). For more information, visit www.hellofreshgroup.com.

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