



MEDIA RELEASE
For immediate release

HelloFresh Expands East Coast Operations with New Ravenhall Warehouse



June 2021: HelloFresh, the world's leading meal kit company announced today its plans to open the largest Australian meal kit pick-and-pack facility in Ravenhall, Victoria, in July.

Nicknamed the Tuckerbox, the 25,500 square-metre production and distribution center represents a continued investment in HelloFresh's customer experience through quicker deliveries to Victoria regions and nearby states, alongside reduced delivery miles for suppliers.

The Tuckerbox will offer 350 employment opportunities across pick packers, forklift drivers, quality control and management positions.

Now the largest of the three HelloFresh warehouses across Australia, the Tuckerbox launch follows the company's first group-wide commitment to reduce CO₂ emissions in its production facilities by 60 per cent per dollar revenue by 2022.

The biggest impact to CO₂ emissions comes from the reduction of transport time, but the Tuckerbox has been designed with sustainability at the forefront. Its environmental features include skylights to maximise natural light, a rainwater harvesting system, 600kW solar panels for both electricity and heating water, as well as motion and daylight sensors to reduce overall energy consumption.



HelloFresh Australia CEO, Tom Rutledge, said the Tuckerbox will take the meal kit company to the next level and customers are set to benefit from improved deliveries and menu expansion to meet changing dietary preferences and meal occasions.

“The launch of our third and largest Australian chilled production facility marks an impressive milestone for the business and will allow us to better serve our growing customer base. Ultimately our focus is to continuously improve the product offering to our customers and how we can increase the value, convenience, and accessibility of our service. The Tuckerbox, with its size, situation, and sophistication provides a tremendous platform for us to realise these objectives over the years to come.

“We are pleased to be creating new jobs in the local area and expanding on the partnerships we hold with many local suppliers to provide fresh and high quality ingredients to our customers. As the world’s largest meal kit provider, we also have a responsibility to set a clear precedent and strive towards more sustainable ways of working in our production facilities. We’re proud of the sustainable developments we’ve made in the Tuckerbox.”

Sustainability features of the Tuckerbox:

- Soft plastic recycled furniture - all outdoor furniture (picnic tables) are soft plastic as well the inside locker room benches
- Soft plastic recycling and organic waste disposal onsite
- 600kW solar panels planned to heat water
- Skylights in the ambient section of the warehouse to maximise natural light
- Rainwater harvesting
- Motion and daylight sensors to reduce overall energy consumption
- Infrastructure for electric car charging stations
- An ice pack production machine which produces water-based ice packs, avoiding microplastics required for gel-filled cool packs



All vacant roles at the Tuckerbox are posted on the HelloFresh careers page (www.hellofresh.com.au/careers).

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About HelloFresh

HelloFresh SE 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, New Zealand, Sweden, France and Denmark. In Q1 2021, HelloFresh delivered 239 million meals and reached close to 7.3 million active customers. 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, Sydney, Toronto, Auckland, Paris and Copenhagen.