

HelloFresh Harnesses AI to Accelerate Delivery of Chef-Created Recipes

New AI-powered tools cut recipe card production from months to hours, empowering culinary teams to innovate new dishes faster than ever.

Berlin, November 19th 2025 – HelloFresh SE (“HelloFresh”) today announced a major innovation in its recipe card development process, using artificial intelligence to dramatically accelerate how new dishes move from concept to customer. The new system shortens the timeline for producing recipe cards from several weeks or even months to just a few hours, enabling HelloFresh to bring new, exciting recipes to market faster than ever before.

This new AI-powered tool suite accelerates production and design elements of the recipe card process, allowing HelloFresh’s world-class chefs and food stylists to focus more on culinary creation. The development of every dish and recipe remains a fundamentally human endeavor, guaranteeing that each meal delivered reflects the premium quality, exceptional flavor, and trusted taste our customers rely on. By elevating capacity for innovation, this partnership between craft and technology will accelerate culinary development, bringing an even wider variety of cuisines and trending recipes to customers' homes each week.

Starting in early November, US customers will experience the first recipe cards developed with this new AI-supported system, with printed versions appearing in HelloFresh boxes from early December. Following the US launch, HelloFresh plans a global rollout by the end of Q1 2026.

AI Empowering Culinary Creativity

For more than a decade, HelloFresh recipe cards have helped millions cook confidently at home, with clear step-by-step instructions, ingredient breakdowns, and enticing visuals. Traditionally, creating these materials involved lengthy cycles of editing design after a recipe was finalized.

By integrating generative AI into its creative process, HelloFresh can now automate much of the layout and visual design work, transforming chef-created recipes into consistent, high-quality cards in a fraction of the time. The system supports the design and production workflow, while chefs and food stylists remain fully responsible for recipe creation and ensuring every card accurately reflects the real dish customers prepare.

“After years of serving millions of customers around the world, HelloFresh has built the world’s largest recipe database, paired with a wealth of proprietary insights into what people love to cook and eat,” said Assaf Ronen, Group President and CEO for HelloFresh US. “This depth of culinary data is a key differentiator that allows our technology to bring together creativity, personalization, and speed in a way that elevates the home-experience for every customer.”

Driving Innovation and Efficiency

The AI-enhanced system marks a new step in HelloFresh’s broader strategy to use technology for smarter operations, reduced waste, and improved customer personalization. By accelerating recipe card production, HelloFresh can react faster to food trends, seasonality, and customer feedback, keeping menus fresh, diverse, and inspiring every week.

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 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.

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