

## **HelloFresh brings Green Chef brand to UK, responding to demand from health-conscious customers**

- **HelloFresh has announced it will launch its Green Chef brand in the UK, in response to growing demand from health-conscious customers.**
- **The launch of Green Chef is part of HelloFresh's multi-tier brand strategy and will grow its addressable market in the UK**
- **The move will help cement HelloFresh's market dominance, following a 140% growth of total sales in the UK in 2020.**

**London, 19th April, 2021** - HelloFresh SE ("HelloFresh"), the world's largest meal kit provider, will launch Green Chef, a specialist diet meal kit brand, in the UK, following continued demand from health-conscious customers. The launch marks an important step in HelloFresh's global growth strategy to expand its total addressable market and reach those who are currently not catered for through HelloFresh's current offering.

Green Chef was acquired by HelloFresh in the US early 2018 where it has since been scaled up to the number one sustainable meal kit brand. Following Green Chefs success in the US, HelloFresh is now introducing its popular brand for health-conscious customers to the UK.

The launch of Green Chef in the UK is its first market entrance outside of the US. With the UK being one of HelloFresh's most developed international markets where consumers have shown a strong interest in special diets, Green Chef's value proposition provides the perfect opportunity to target distinct customer segments. For this purpose HelloFresh has tailored the brand and product proposition, including recipes and diet plans to a health-savvy UK consumer.

In March 2021, HelloFresh Group posted record results for FY 2020, more than doubling its year-on-year sales, reaching €3.75 billion. In the UK alone, HelloFresh reached £255 million of revenue in 2020. This latest product launch will help cement HelloFresh's market dominance in the UK meal kit sector through appealing to an even wider pool of prospective customers.

### **UK CEO, Laurent Guillemain, said:**

"We are very excited to bring Green Chef to the UK following the brand's great success in the US.

"As a business, we remain in a period of high-growth, and it is essential that we are continually diversifying our offer to bring new and exciting choices to both our existing customer base and those who are yet to experience what meal kits have to offer.

"To date, the health and diet conscious segment of the market, such as those following keto, lower carb or vegan diets, have been underserved by the food and drink industry in general, but particularly within meal kits. It is why we are especially pleased to be launching Green Chef here in



Press release

the UK, and which we are sure will bring greater convenience, peace of mind, and variety to these customers.”

Green Chef will offer a variety of plans to cater to different lifestyles and dietary preferences, such as keto, vegan, vegetarian, lower carb, and balanced.

The brand is part of HelloFresh’s portfolio of five businesses which include HelloFresh, Green Chef, EveryPlate, Chefs Plate and Factor. Only HelloFresh and Green Chef are currently available in the UK.

**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 2020, HelloFresh delivered over 600 million meals and reached close to 5.3 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.

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