

## HelloFresh launches in Spain

### World's leading meal kit company launches in its 19<sup>th</sup> market

- **The launch in Spain marks an important milestone in HelloFresh's global growth strategy to expand its total addressable market**
- **With this launch, HelloFresh delivers on its promise to launch its core brand in two to three new geographies this year**
- **From the outset, HelloFresh will serve customers on the Spanish mainland as well as on Mallorca**

**Berlin/Barcelona, 17 November 2022** – HelloFresh SE (“HelloFresh”) is officially launching its service in Spain. The expansion into the company's 19<sup>th</sup> geography marks an important milestone in HelloFresh's global growth strategy. It follows the introduction of HelloFresh to Japan and Ireland and HelloFresh Group's Green Chef brand to the Netherlands earlier this year. Preceded by the successful launch of HelloFresh Italy in 2021 it's also a major step for expanding meal kits to Southern European countries characterized by their rich culinary heritage.

“Our thorough analysis has shown that the Spanish market is ready for meal kits. We are convinced that the country will allow us to expand our total addressable market, which has been key to our growth. We are proud of successfully delivering on our promise to launch HelloFresh in three new markets this year”, says Thomas Griesel, co-founder and CEO of HelloFresh.

The meal kit category in Spain is still in its infancy, giving HelloFresh the opportunity to broadly establish and define the sector in a market of 18.7 million households. HelloFresh will serve the Spanish mainland as well as Mallorca from the initial launch date, delivering multiple days a week. HelloFresh will offer customers in Spain a new cooking experience, distinguished by fresh, local ingredients, a broad variety of meals and brings more convenience to households. To provide customers with the best possible service, HelloFresh is operating a fulfillment center in Madrid and a newly opened office location in Barcelona.

### **Pairing global experience with local expertise, HelloFresh offers customers sustainability benefits and a unique value proposition**

In the last few months, HelloFresh has set up its unique on-demand supply chain, which allows the company to operate a significantly more efficient and less wasteful business across the value chain. Combining global experience from 18 markets with powerful local expertise, HelloFresh brings a unique value proposition to the Spanish market. Being known for its high quality, locally sourced ingredients, HelloFresh has established close relationships with Spanish suppliers to serve Spanish customers with a best-in-class product and local ingredients. From the outset, HelloFresh will provide 100% Spanish raised beef, chicken and pork from farmers who have GFSI-recognized IFS and/or Global GAP certifications.

# HELLOFRESH

## GROUP

Press release

### About HelloFresh

HelloFresh SE is a global food solutions group and the world's leading meal kit company. The HelloFresh Group consists of six 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, Japan, Ireland and Spain. In Q3 2022 HelloFresh delivered 243 million meals and reached 7.5 million active customers. HelloFresh went public on the Frankfurt Stock Exchange in November 2017 and is currently traded on the MDAX (Mid-Cap German Stock Market Index). HelloFresh has offices in Berlin, Saarbrücken, New York, Chicago, Boulder, London, Amsterdam, Sydney, Toronto, Auckland, Paris, Copenhagen, Milan, Tokyo, Dublin and Barcelona.

### Press contact

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Martin Becker  
Manager Corporate Communications  
HelloFresh Group

+49 (0) 176 156 811 27  
[mbec@hellofresh.com](mailto:mbec@hellofresh.com)  
[www.hellofreshgroup.com](http://www.hellofreshgroup.com)