

**EAT LIKE A KING: HelloFresh Celebrates King's Coronation with Limited Edition 'Royal Box' -
FREE for Brits Named Charles or Camilla**

Brits named Charles or Camilla will be granted a culinary knighthood, free of charge, to celebrate the royal occasion



UK, April 2023: To celebrate the Coronation of the 62nd British monarch, reigning recipe box provider HelloFresh is giving away a FREE 'Royal Box' to lucky Brits that share their name with either the new King or Queen.

The limited edition Coronation menu from HelloFresh puts a tasty twist on tradition, from a *Coronation Chic-King burger* to the *Ultimate Creamy Coronation Chicken*, the menu is the perfect way to let taste buds rule over the bank holiday.

With 1 in 5 Brits planning to celebrate the occasion at home*, the new Coronation offering lets you take the reigns with pre-portioned ingredients and easy to follow recipe cards for a celebration fit for a king.

The crowning glory comes for those named Charles and Camilla, with the recipe box service giving away free Royal Boxes to the first 62 people to send their details, proving their namesake, to: EatLikeAKing@hellofresh.co.uk.

The full Coronation menu contains a quick lunch option, a tasty starter and two indulgent mains:

- Ultimate Creamy Coronation Chicken
 - *With Garlic Butter Rice and Green Beans*
- The Coronation Chic-King
 - *Fried Chicken Burger, Coronation Style Sauce, Zesty Wedges and Zingy Slaw*
- King's Coronation Garlic-Chilli Prawns
 - *With Korma Style Yoghurt*
- King's Coronation Chicken Sandwich

- With Mango Chutney and Rocket

Mimi Morley, Senior Recipe Development Manager at HelloFresh said: *"We know there's a flurry of excitement in the 'heir' around the King's Coronation. With the long weekend and warmer weather pending, people up and down the country will be looking to celebrate the unique occasion; and what better way to bring people together than with a royal banquet."*

"Our HelloFresh Coronation recipes have been inspired by tradition but have been sprinkled with a touch of modernity, perfect for sharing and quick and easy to prepare, the recipes are a great way to host a celebration at home that all your friends and family will enjoy."

Available to order now through the HelloFresh [website](#) and app, the Coronation menu can be added to boxes for delivery over the bank holiday weekend with prices starting at just £3.15pp, subscription required.

To claim a free HelloFresh Royal Box, Charles and Camillas will need to send their name, email, phone number, home address and a valid form of identification to EatLikeAKing@hellofresh.co.uk. The first 62 valid entries will be contacted by 04.05.23 to confirm delivery of the box on 11.05.23.

-ENDS-

*Source: HelloFresh Report 2023

How to claim

T&Cs

Rules for the HelloFresh Royal Box giveaway for 62x winners to win a HelloFresh Coronation box. The box will contain the four HelloFresh Coronation recipes; Ultimate Creamy Coronation Chicken, The Coronation Chic-King, King's Coronation Garlic-Chilli Prawns and King's Coronation Chicken Sandwich.

How to enter the giveaway?

- Send name and address to EatLikeAKing@hellofresh.co.uk.
- Attach proof of name to the email, e.g. letterhead, please do not share sensitive information
- By submitting their entry, the entrant agrees to all terms and conditions regarding this giveaway
- One entry per person allowed
- All entries must be entered by 23:59 on 03.05.23.
- Dates applicable for entering the competition: 9:00 27.04.23 – 23:59 on 03.05.23.

The Prize

- Prize to be fulfilled by HelloFresh
- The first 62 valid entries before 23:59 on 03.05.23 to receive a HelloFresh box containing Coronation recipes by 12.05.23.
- The prize cannot be exchanged for cash

Who can enter?

- The Promotion is open to residents who participate in England, Wales and Scotland, aged 18 years or over
- Proof of identity may be required

What is the closing date?

- The closing date for submissions is 23:59 on 03.05.23.

How will the winners be chosen?

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Substitution of Prize

- Substitution or transfer of the Prize by the winner is not permitted.
- No other alternative prize available, in whole or in part.

Your Privacy

- By entering the competition, you are giving consent to use your personal details to facilitate the mechanics of this promotion
- The Promoter will only use personal data submitted by entrants in accordance with its Privacy Policy, which is available by clicking [here](#).

Brand Protection

- The winners must not do anything which could, in the reasonable opinion of the Promoter, bring the Promoter or any of the Associates into disrepute before, during or after this promotion

Promoter

- The Promoter is HelloFresh (GB) , 60 Worship Street, London, EC2A 2EZ
- The Promoter's decision on all aspects of this promotion is final.
- The Promoter has the right to refuse to award the Prize to anyone whom it reasonably believes has broken any of these rules.

Notes to Editors

For further information, please contact the HelloFresh PR team at W communications: hellofresh@wcommunications.co.uk

About HelloFresh

HelloFreshSE is a global food solutions group and the world's leading meal kit company. The HelloFreshGroup 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 UK, the USA, Germany, the Netherlands, Belgium, Luxembourg, Australia, Austria, Switzerland, Canada, New Zealand, Sweden, France, Denmark, Norway, Italy, 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 London, Berlin, Saarbrücken, New York, Chicago, Boulder, Amsterdam, Sydney, Toronto, Auckland, Paris, Copenhagen, Milan, Dublin and Barcelona.