



HelloFresh teams up with low-waste chef Max La Manna to launch new food waste education initiative named the 'CurrEATulum'

- *The recipe box service will educate kids on the benefits of reducing food waste*
 - *New research reveals 79% of Brits are guilty of over cooking at meal times*
- *42% of Brits believe food waste education should be added to the school curriculum*



London, October 2023: HelloFresh has teamed up with low-waste chef and social media star Max La Manna to launch the 'CurrEATulum', a food waste syllabus built in partnership with Social Farms & Gardens to educate British school children on the importance of food waste reduction.

Award-winning author and low-waste chef, Max La Manna, is marking the launch of the campaign by hosting a class of school children at the North London community garden, Sufra, in a bid to enthuse and educate them on the simple steps that can be taken at home in the fight against food waste.

The announcement follows new research from the leading recipe kit provider which revealed that around three quarters (74%) of families feel guilty about the amount of food they waste, with half of Brits (53%) believing that children should be educated on reducing food waste, and a further 42% saying it should be added to the school curriculum.

The CurrEATulum has been created alongside Social Farms & Gardens, a charity helping communities across the UK to farm, garden and grow together. Resembling a school syllabus, the teacher-approved educational tool features a number of activities from quizzes to crafts, all designed to teach kids where their food comes from and encourage them to adopt food waste reduction habits.

Low-waste chef Max La Manna said: *"I am absolutely thrilled to join forces with HelloFresh for this campaign that aligns closely with my deep-seated passion. My personal commitment lies in making the most out of every ingredient, be it through creative recipes or mindful practices like repurposing leftovers for composting or crafting. Now, more than ever, it's imperative that we collectively reduce our daily food wastage. What truly resonates with me about this campaign, and the larger mission of HelloFresh, is the focus on nurturing and*



educating the younger generation about the invaluable merits of food waste reduction. Together, we aspire to cultivate a new generation of food waste champions!"

Speaking on the partnership, **Claire O'Neill at Social Farms and Gardens said:** *"Following the success of our partnership with HelloFresh last year, we're excited to be extending the initiative further, creating a toolkit which will be rolled out across our member gardens. We can't wait for our member gardens to put the CurrEATulum into action with simple activities that the kids will love. Not only will they be learning about the importance of food waste from a young age, but they'll also be spending time outdoors and seeing the benefits of growing your own produce at home, no matter how big or small!"*

Adam Park, UK CEO at HelloFresh said: *"Our goal at HelloFresh is to eliminate surplus food from our entire supply chain, that starts with our suppliers and ends in our customers' kitchens at home. It's a big mission but one we're passionate about. Wasted food is not only wasted time, effort and expense, it's a wasted meal at a time when budgets are tight. This is in addition to GHGs released as methane when food ends up in landfill - it ultimately costs us all.*

"We're already making great progress at HelloFresh, our business model means we source our ingredients directly from the producers and deliver to our customers without any costly detours that increase wastage, storage and packaging costs. I'm thrilled to be sharing some of our learnings with the next generation through our new partnership with Max, and our continuing commitment to Social Farms and Gardens with HelloFresh Gardens."

The HelloFresh CurrEATulum is available to download [here](#), with pre-portioned HelloFresh recipes boxes available to purchase from £3.15pp [here](#) or via the HelloFresh app.

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Notes to Editors

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

Research of 2,000 Britons was commissioned by HelloFresh and was conducted by Perspectus Global in September 2023.

2 extra portions per cooked meal x 365 (days in the year) = 730 portions a year

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 UK, the USA, Germany, the Netherlands, Belgium, Luxembourg, Australia, Austria, Switzerland, Canada, New Zealand, Sweden, France, Denmark, Norway, Italy, Ireland and Spain. In Q2 2023 HelloFresh delivered over 253 million meals and reached 7.3 million active customers. 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 London, Berlin, Saarbrücken, New York, Chicago, Boulder, Amsterdam, Sydney, Toronto, Auckland, Paris, Copenhagen, Milan, Dublin and Barcelona.

About Social Farms & Gardens

Social Farms & Gardens is a UK wide charity supporting people to farm, garden and grow together. We envision communities reaching their full potential and improving their health and wellbeing through nature-based activities. Our work provides advice, training and opportunities for environmental and community organisations to thrive, as well as advocating on their behalf. To learn more, visit farmgarden.org.uk