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HelloFresh finds UK consumers' appetite for plant-based diets is on the rise

- **More than half of UK consumers (61 per cent) want to try plant-based alternatives to meat**
- **But many fear they won't like the taste or texture and think it would be too hard to prepare.**
- **HelloFresh is supporting dietary choice by giving customers the option to prepare it's delicious and easy-to-prepare meals using plant-based protein alternatives**

November XX, 2023: A new study involving 1,500 participants, released today by HelloFresh, the world's leading meal kit company and integrated food solutions group, finds the appetite for plant-based meals is on the rise in the UK. The research, conducted in partnership with Kantar, reveals three in five (61 per cent) of British consumers want more opportunities to experiment with plant-based meat alternatives in their meals.

Two in three (66 per cent) are convinced that adopting a plant-based approach to nutrition is better for the environment than consuming meat and dairy products. 20 per cent already avoid meat completely or occasionally and half believe that more people should switch to a plant-based diet.

But more than one in three (36 per cent) Brits say they've never tried plant-based meat alternatives, while half (51 per cent) admit they wouldn't want to follow a plant-based diet because it would be too hard to prepare.

Cost is also a deterrent for consumers wanting to make the switch to a plant-based diet with 41 per cent of consumers saying they would eat more plant-based alternatives if they were cheaper. Three quarters (75 per cent) of consumers believe the Government has a responsibility to make these options more affordable. Other deterrents mentioned by consumers were lack of taste (45 per cent), lack of flavour (37 per cent) and texture (35 per cent).

HelloFresh is the owner of the largest customer database on taste preferences, and is dedicated to expanding its offering in line with predictions of growing demand for plant-based diets in the UK. As such, HelloFresh is onboarding more plant-based protein suppliers than ever before and supporting the 61 per cent wanting to make the switch by providing them with meal kits, complete with cooking instructions. HelloFresh UK is looking into expanding its offer on plant-based proteins within its modularity feature and will enable customers to lower their carbon footprint by choosing plant-based burger patties, instead of beef. In addition to HelloFresh the HelloFresh Group is already operating the brand GreenChef in the UK that serves special diets, including plant based.

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Environmental impact of dietary choices

Two thirds (66 per cent) of the 1,500 consumers surveyed agreed there is a positive environmental impact from following a plant-based diet. More than half of the respondents (52 per cent) said that the government should help consumers make informed choices by creating more transparency around the environmental impact of both plant-based and animal products. HelloFresh also believes it has a responsibility to help raise awareness by offering customers opportunities to try out a wide range of delicious alternatives to meat.

In response to the findings of its Life Cycle Assessment¹ survey, which found that ingredients are responsible for 56 per cent of emissions across the HelloFresh value chain, HelloFresh launched its Climate Conscious recipe tag. Rolled out in the UK in December 2022, this labeling offers customers the chance to make food choices that are better for the environment by tagging recipes that produce a third or less carbon emissions compared to other meals.

Reducing the emissions impact of its meals to align with its ambitious sustainability targets is an ongoing priority for HelloFresh. Since January 2022, HelloFresh UK has reduced the average CO2 emissions of its recipes by 16 per cent.

Adam Park, CEO of HelloFresh UK said: “At HelloFresh, we are proud to support our customers to make dietary choices that are right for them. Part of this will be through offering the option to switch the meat in their favourite meals to plant-based alternatives. Half of consumers surveyed in the UK said they worry plant-based diets will be too hard to cook. We have an opportunity to help customers with this as we don't just send ingredients, we also help them cook delicious meals with easy-to-follow recipes. Our ambition is to introduce ingredients to our customers that are delicious, convenient, and better for the environment.

Tilman Eichstädt, COO, Upstream Supply Chain at HelloFresh SE said: “It's an exciting time for our brands and our customers, as we look to broaden our plant-based offering by building on our supplier network. At the same time we will further improve the quality of our animal proteins. Our main goal is to expand the variety of products we offer to our customers while educating them about the environmental footprint of their food choices.”

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¹ The LCA Study was peer reviewed by an independent panel of three experts in conformity to the ISO 14040 and 14044 standards for public disclosure of results. A technical summary of the study including details of the basis of our comparative claims can be found at this [link](#).

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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.

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