

Almost half of Brits admit they don't understand 'best before' and 'use by' food packaging labels

- **New data published by HelloFresh, in partnership with Kantar, reveals one in five Brits estimate they throw away more than £500 of food each year, with costly meat and fish amongst the most likely to be wasted**
- **One in three consumers believe current labelling on packaging is detrimental to avoiding food waste; of these 80% say the food expiration date is outdated and there is a need for a new innovative solution**
- **HelloFresh SE creates alliance of organisations, to push for approval of innovative time-temperature indicators to significantly decrease food waste while maintaining highest safety and quality standards**

UK, June 28th 2023: Today, HelloFresh SE ("HelloFresh"), the world's leading meal kit company and integrated food solutions group, publishes results from a new survey¹ - a deep dive into consumers' understanding of current food labelling systems and their impact on food waste. The representative survey of 1,500 people reveals that as many as four in five Brits (82%) are taking active steps to reduce food waste in their homes. Yet, despite this, almost half of consumers admit they do not understand how to handle current labelling on packaging (46%).

Health and quality key reasons for throwing away food

As the cost-of-living crisis continues to bite, addressing food labelling and subsequent waste is more pertinent than ever. The HelloFresh survey shows over half of Brits (52%) fear that when food is past its written expiration date, it is bad for their health and might make them sick.

Every fifth person is throwing food away because they're following the expiration date - regardless of the quality (28.6%). On average, over a third of Brits are throwing away food at least once a week (39%) compared to just 17% in France and 19% in Germany.

Two in three (66%) Brits said they wish they knew more about how not to waste food due to the ongoing cost-of-living crisis. Almost half of those surveyed (48%) estimate that they are throwing away £260 worth of food every year as a result of BBE labelling with almost one in five (16%) estimate as much as £520.

Current food labelling system leads to food waste

The research reveals that as many as 59% of consumers agree that the current labelling system is confusing and within this, four in five (80%) say the system is outdated and there should be an innovative solution. Three quarters (79%) of those surveyed believe that it is up to policy makers to find ways to minimise food waste. Though the UK respondents, more so than any other country, also admit there is a need to educate consumers about how to avoid food waste at home. (UK: 63.1%, DE: 60.2%, FR: 59.5%, BE: 56.3%, NL: 53.8%).

¹ **Survey methodology:** This online-panel survey was conducted in collaboration with the market research institute Kantar among 7,582 participants in five countries (N=1,500 in the UK, France, Belgium, the Netherlands and Germany, representative age, gender, and regional quotas) between the ages of 18 to 65. The online interviews took place in the period from May 12th - May 22nd 2023).

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The often misunderstood “Best Before” and “Use By” expiration dates lead many consumers to dispose of supposedly spoiled food. HelloFresh believes the innovative alternative solution of the time-temperature indicator (TTI) is key to addressing this change, and therefore closely collaborates with [Keep-It®](#). In 2020 and 2021, HelloFresh tested Keep-It’s TTI solution among more than 3,000 HelloFresh customers in the Netherlands and Germany as part of [a study in collaboration with Wageningen University and Thünen Institute](#). Time-temperature indicators show the shelf life of products in real time, taking into account storage or temperature conditions. [The study proved the label offers a 15% food waste reduction potential](#) and is perceived positively among consumers.

HelloFresh pushes for change

In order to be able to use the innovative TTI food labelling solution there is a need for regulatory change. HelloFresh has joined forces with other organisations including [Keep-It®](#), [Zebra Technologies](#), [Across Consult AG](#), [Rema 1000](#), [Wageningen University & Research](#), [Siegwerk Druckfarben AG & Co.](#), [Samen Tegen Voedselverspilling](#) and [Buhrs Packaging Technology B.V.](#) and in the upcoming months, HelloFresh plans to continue the conversations with national and European policy makers to create awareness for a regulatory change in order to establish labelling solutions like the TTI that help to reduce food waste in private households.

UK CEO, Adam Park says: “A core component of our mission to change how people eat for the better is helping customers reduce food waste while delivering the fresh, delicious meals they expect from HelloFresh. The time temperature indicators meet the highest safety standards and can help us eat more sustainably, without compromising on flavour. The UK has an opportunity to be a leader in supporting innovative technologies like these, and we look forward to introducing these indicators on our fish as soon as we receive regulatory approval. Implementing these indicators would not only benefit our customers, but also help the planet.”

HelloFresh’s commitment to fight food waste across the whole value chain

Reducing food waste remains an integral part of HelloFresh's sustainability approach. Between Q1 2022 and Q2 2023, the business increased its food donations by 232% and decreased its waste generation by 68%. Partnerships with organisations like the London-based [Felix Project](#) and [The Company Shop](#), coupled with donations to local charities near HelloFresh distribution centres, help ensure any surplus food goes to those in need instead of to landfill.

Separately, HelloFresh continues to identify innovative partnerships to further reduce food waste and recently partnered up with the [Buitelaar Group](#) to repurpose unused food into pet food. This amounts to around 5 tonnes a week that would otherwise be disposed of. HelloFresh has been a certified B Corp since 2021, reflecting its commitment to minimise its impact on the planet.

For more information about HelloFresh please visit <https://www.hellofresh.co.uk/>.

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, Ireland and Spain. In Q1 2023 HelloFresh delivered over 278 million meals and reached 8.11 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

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HelloFresh Group has offices in Berlin, Saarbrücken, New York, Chicago, Boulder, London, Amsterdam, Sydney, Toronto, Auckland, Paris, Copenhagen, Milan, Dublin and Barcelona.

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