

HelloFresh partners with Anna Williamson in a bid to get kids talking

The recipe box service has created a tool to encourage conversations at meal times



London, February 2024: Recipe box service HelloFresh has partnered with TV presenter and family psychotherapist, Anna Williamson, to launch the 'What's On Your Plate' campaign, a conversational toolkit designed to encourage kids to open up at meal times.

According to the recent HelloFresh report, screen time during meals is increasing and a third of families incorporate devices at the dinner table daily*, leaving parents longing for more quality sit down meals with the family and a huge part of this is getting kids talking.

The children's counsellor and life coach has shared her top tips and conversation starters designed to help find out more about your child. The aim is to help parents further connect with their children and to give them the tools and space they need to talk about what's going on in their life.

From family matters, school and friendships to reflecting on their goals, feelings and gratitude, Anna has crafted the conversation starters around key topics that kids traditionally keep close to their chest.

Speaking on the partnership with HelloFresh, **Family psychotherapist and TV presenter Anna Williamson commented:** "As a children's counsellor and life coach, talking and crucially listening to our children is fundamental in maintaining a happy and healthy family, and raising children who feel loved, supported and secure.

The right environment

Environment is key when opening up topics of conversation and getting to know your children and what's going on in their world, and the perfect place for chats is around the dinner table. The beauty of mealtimes is that we have several potential opportunities a day to initiate conversation, and the best bit all the family can get involved while enjoying a wholesome freshly cooked HelloFresh meal.

A collective decision

Discussing the family meal of choice is a great way to get everyone talking and sharing their thoughts and opinions. My family and I are long time huge fans of HelloFresh, and we utilise

the beauty of having one big freshly prepared and cooked dish to gather around the table at least once a week. My family hold a strong value that a 'family who eats together stays together', and believe in the importance of teaching our children table manners, the art of conversation, and an opportunity to share and learn information from each other, whilst enjoying the same delicious food. One family = one meal.

Make conversation fun!

Making conversation fun is key. So is using the 'Ask not Tell' approach when it comes to listening to your kids. As grown ups we can often unintentionally project our thoughts and feelings on to them, which can skew getting the true authentic answer and removes the autonomy and control they need to express themselves. Asking your children well framed interesting questions can help them share what's going on in their world, supports them in sharing and naming their feelings and emotions, and gives them the opportunity to literally 'bring anything to the table'. Whether that be sharing a worry at school, or a concern about the big wide world, or wanting to explore dreams and aspirations, talking to your kids around the dinner table enables the perfect place, with time, and space to allow such chats to flow.

Have a conversation with your children with your meal, you might be surprised to learn more and more about them as they trust and enjoy the process of family tea-time reimaged. And as a caregiver, you'll undoubtedly feel more connected and confident that you know your child better."

Andre Dupin, Head of Culinary at HelloFresh at said: "We know how difficult it can be to get kids to open up, especially at meal times. At HelloFresh we aim to make life easier for parents, our pre-portioned ingredients reduce preparation time and also make it easier for kids to get involved in the kitchen. We appreciate how fussy kids can sometimes be with food, that's why at HelloFresh we create delicious, easy to prepare meals that can be enjoyed by the whole family and are perfect for getting everyone together around the dinner table to enjoy."

The conversation tool is available to view and download from the HelloFresh website now, with a range of family friendly recipes from Stacey Solomon available to purchase with prices starting at £3.15pp.

-ENDS-

*Taken from the HelloFresh 2024 Trends Report

Notes to Editors

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

HelloFresh SE is a global food solutions group and the world's leading meal kit company. **The HelloFresh Group** consists of eight 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 2023 HelloFresh delivered over 236 million meals and reached 7.1 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.