



New Family Box from HelloFresh makes mealtime and prep time a true family occasion

**HelloFresh launches new family box to give you and your family a helping hand in the kitchen
and educate children around healthy eating**

SYDNEY, 2nd November 2015: The importance of family dinners has long been discussed by experts, and now HelloFresh is taking it one step further. Beginning this week, HelloFresh is launching a new family box, which offers four delicious and nutritious meals for a 4-person family. It also encourages parents to get kids involved in the preparation, making even more of mealtime and educating children around the benefits of healthy eating from a young age.

Instilling early healthy habits and a focus on food education is particularly important today with research revealing, that one in four Australian children are overweight or obese and that figure rises to 63% for the adult population¹.

Tom Rutledge, CEO and Founder HelloFresh Australia, said: “At HelloFresh, we are not just about making it easy to cook tasty and healthy food at home, but we also strive to educate you to help make clean eating a way of life for you and your family. And when it comes to education, the earlier you start the better.

“We hope the easy to follow recipes will encourage children to give you a helping hand in the kitchen from a very young age and take them from ‘apprentices’ to ‘masterchefs’ in just a few weeks.”

At just \$7 per portion, the family box includes the finest, natural ingredients and mouth-watering recipe cards, for which HelloFresh is famous. Each box also contains easy-to-follow hints and tricks to encourage the children to get into the kitchen, from reading the recipe, to measuring the ingredients or chopping and stirring, they’ll soon realise food is even more delicious when it’s prepared at home.

A market leader in the tailored food delivery industry, HelloFresh is all about keeping cooking time and food waste to a minimum. And, this natural extension to family boxes is not just about offering a new service but also a clear indication of the brand’s commitment to making healthy eating an Australian way of life. Using seasonal produce that is sourced locally with an easy-to-follow recipe card and ingredients portioned out in exact quantities, customers are able to create an inspiring dish in

¹ Australian Institute of Health and Welfare



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around 30 minutes matter what their cooking ability. The short meal preparation time means parents will have more quality time to spend with their children, both in and out the kitchen.

As part of the Family Box launch and its commitment to kids in the kitchen, HelloFresh has also developed a list of top tips to encourage all the family to get involved in the cooking process.

WITH A LITTLE HELP FROM...THE FAMILY: There's so many fun ways you can get the kids involved at mealtimes from start to finish, no matter how young. From washing and seasoning for the little 'uns, to chopping, whisking and stirring for the slightly older, more excitable rascals, there's no need for you to do it all. Below is a list of tasks you can allocate to different family members of all ages and see how much more engaged everyone will be when you get to settle down together around the table and enjoy the finished product!

- Choosing the music to set the tone for the cook
- Finding the ingredients and utensils you need and setting them on the counter
- Reading HelloFresh's step by step recipe card
- Washing the veg
- Seasoning the meat
- Chopping the ingredients
- Mixing and stirring
- Plating and presentation
- And everyone's favourite...washing up

This unique way of delivering recipes also further demonstrates HelloFresh's commitment to providing honest, natural and delicious healthy food and revolutionising recipe delivery and comes hot on the heels of a successful IOS app launch earlier this year.

The Family Box is available for \$139, and will allow you and your family can learn together, have fun together, reconnect in the kitchen and around the dining table, and enjoy up to four mouth-watering meals a week all delivered straight to your door.

HelloFresh is currently available in the following areas:

- NSW: Sydney, Central Coast, Newcastle, Southern Highlands, Wollongong
- QLD: Brisbane, Gold Coast
- VIC: Melbourne, Geelong
- SA: Adelaide
- ACT: Canberra



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The HelloFresh family box is taking orders now, for more information visit www.hellofresh.com.au.

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About HelloFresh

HelloFresh Australia was launched in Sydney in 2012. The company currently operates in Australia, the UK, the USA, Germany, Austria, the Netherlands and Belgium. HelloFresh delivers about 4.4 million meals per month to more than 400 thousand active subscribers globally (as per the three months ended 30 June 2015). It was founded in November 2011 and is based in Berlin. Further corporate offices are in New York, London, Amsterdam and Sydney. Current investors include Baillie Gifford, Insight Venture Partners, Phenomen Ventures, Rocket Internet, and Vorwerk Direct Selling Ventures.