



GREEN Beyond the Box

Grocery Stores

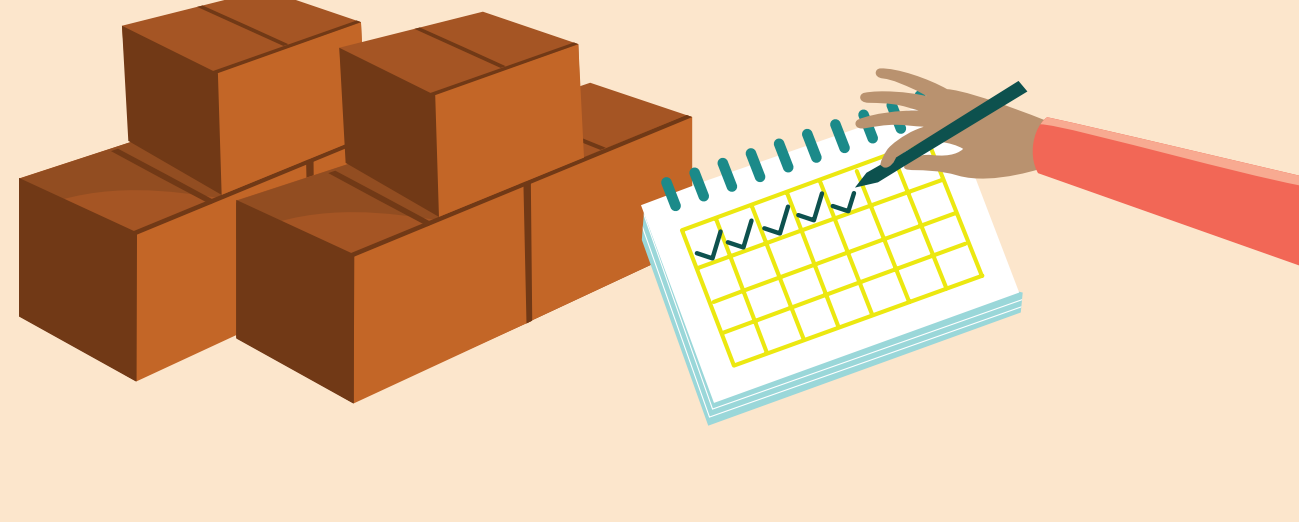
HelloFresh

SUPPLY CHAIN



Outdated Ordering System

Since customers don't pre-order their food before going shopping, grocery stores approximate ingredient volumes, which often results in extra stock.

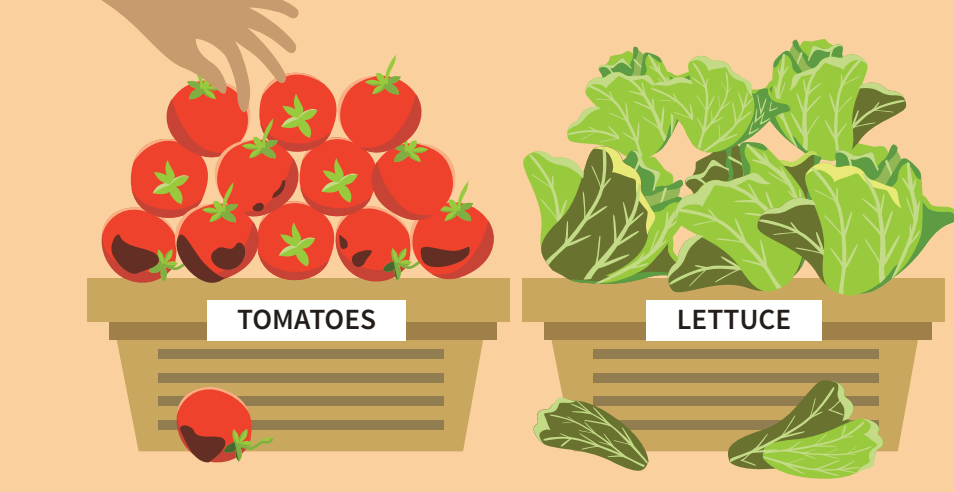


Just-In-Time Ordering

HelloFresh's weekly order deadline means we know exactly how many ingredients to order for you, so we only order as much as you need.

HelloFact

HelloFresh's just-in-time ordering is crucial for fresh herbs, which have a short shelf life. For example, basil can wilt in days! We order just enough, so nothing spoils or goes to waste.



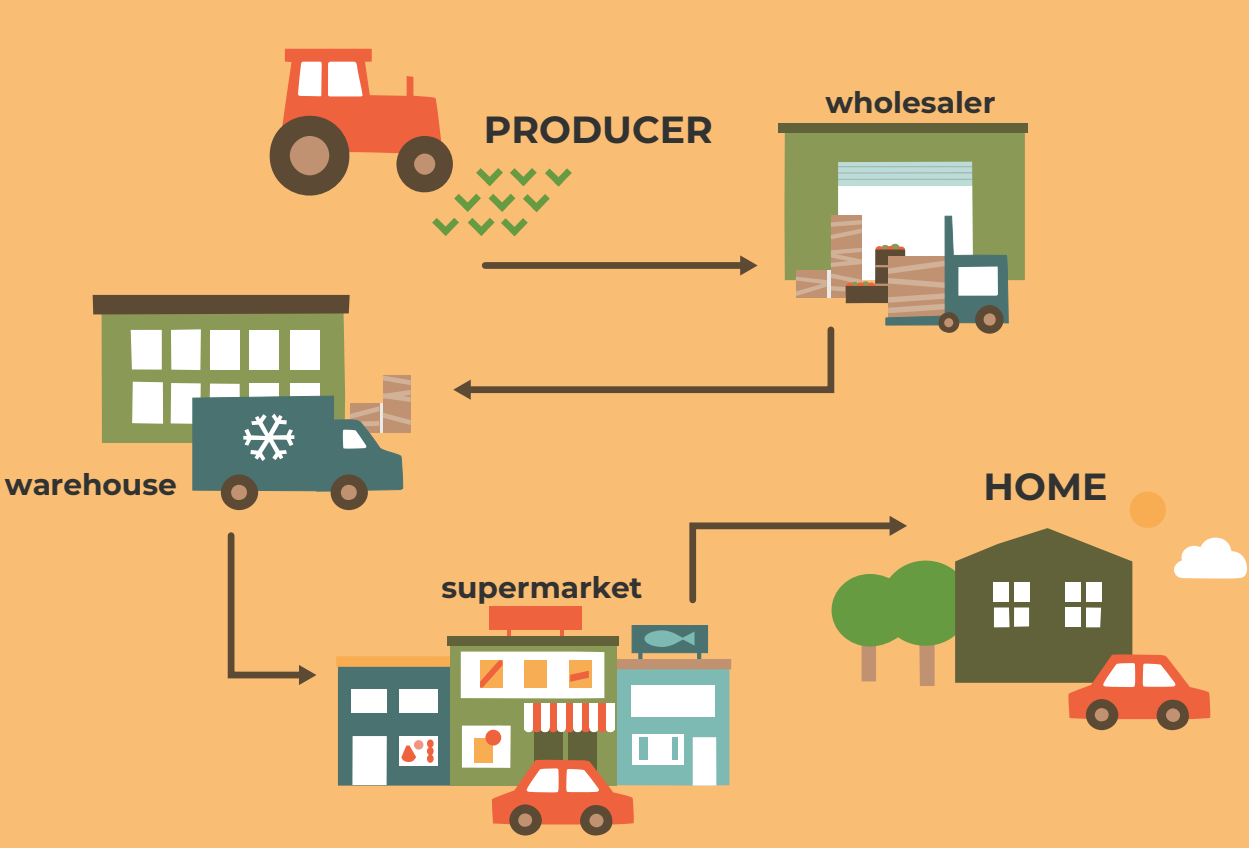
Display-Level Food Waste

Grocery shoppers tend to cherry-pick ingredients that look best. This results in spoilage and disposal of ingredients.



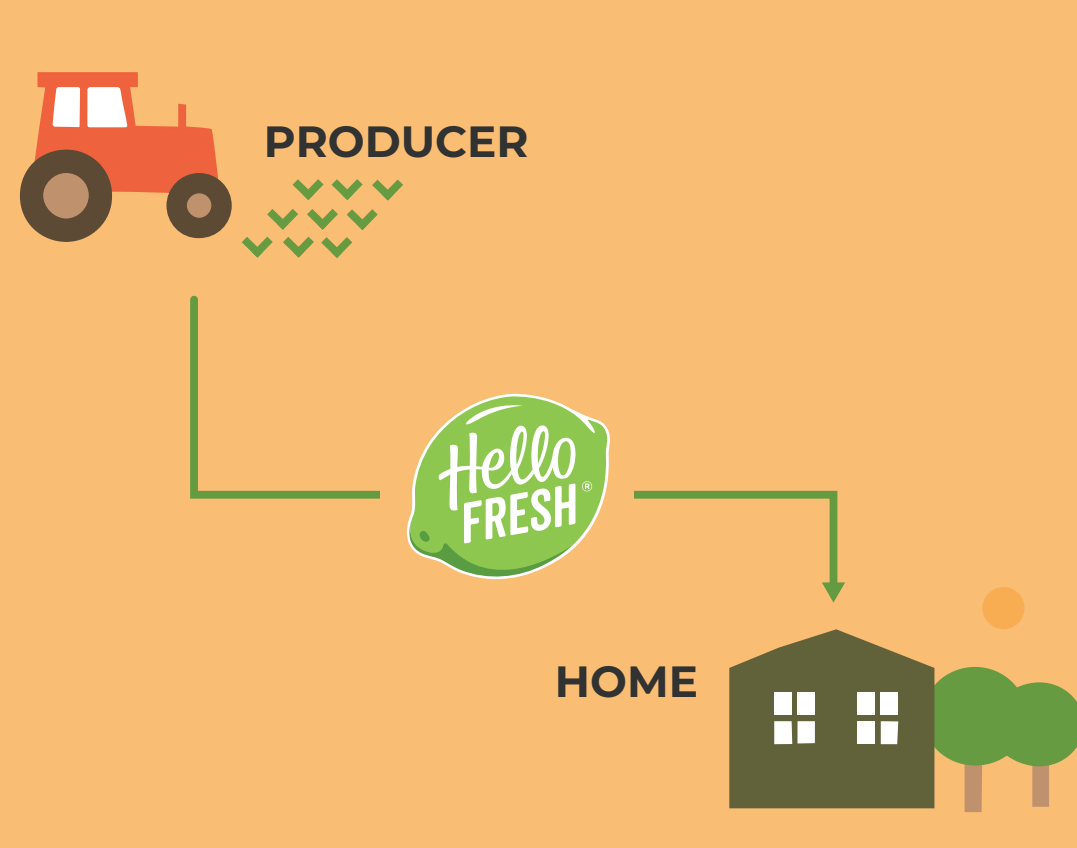
ZERO Ingredients Left Behind

With HelloFresh, you're sent the exact amount of high-quality ingredients you need, so nothing gets wasted.



Traditional Supply Chain

Since grocery stores source from wholesalers instead of producers, ingredients go through two extra stops before reaching customers.



Short Supply Chain

HelloFresh can skip the wholesaler and the supermarket, so your food spends less time en route and you end up with fresher ingredients!



HelloFact

A fresh ingredient can spend 7-21 days in a grocery store supply chain, compared to only 3-8 days for HelloFresh!



DISTRIBUTION



More Cars on the Road

For every household beyond walking distance from a grocery store, a vehicle is required.



Delivery Trucks

HelloFresh efficiently delivers boxes in bulk so there are fewer cars on the road, and fewer trips to the grocery store.

HelloFact

"Grocery store meals have higher last-mile transportation emissions than meal kits."¹ HelloFresh can ship up to 150 boxes in a single delivery vehicle!



PACKAGING



Single-Use Plastics

Most grocery stores use single-use plastics. For example, plastic veggie sacks and disposable plastic shopping bags.

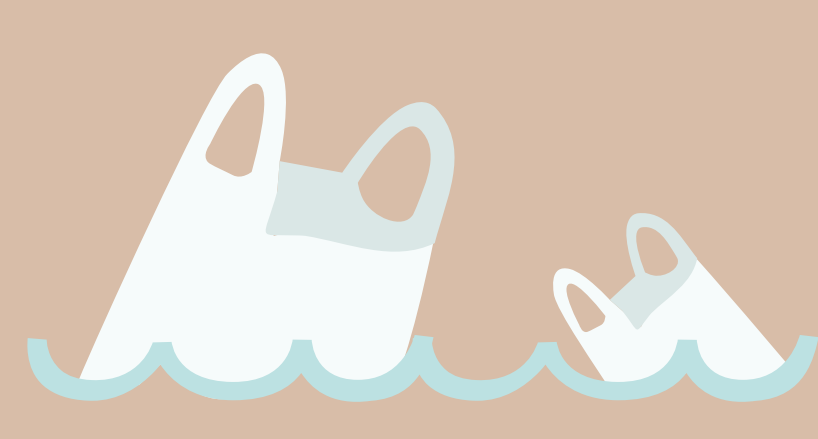


Reducing Single-Use Plastics

We've reduced our packaging by 45% since we launched in 2016. To keep ingredients fresh, we use food-safe plastic packaging when needed, but are constantly thinking of new ways to cut back and innovate.

HelloFact

We've cut back on plastics for many different fruits and veggies — lemon, ginger, garlic, potatoes, radishes, asparagus, bok choy, etc.



Single-Use Materials

Many materials to package grocery store ingredients are designed for single-use. For example, styrofoam trays and cling wrap for meats, potato sacks, etc.



Upcyclable Materials

Many of the materials in our boxes can be saved and reused. Save your boxes for your next move or reuse your ice packs for a summer picnic.

HelloFact

We're one of the only meal kits using paper bags — you can reuse them to compost food scraps!



HOUSEHOLD FOOD WASTE



Excess Ingredients

Grocery stores sell 'one-size only' for most ingredients, so shoppers end up wasting excess.



Pre-Portioned Ingredients

HelloFresh delivers the right amount of everything with each delivery. We do this by pre-portioning the ingredients you need for each meal.

HelloFact

Meals cooked with HelloFresh Canada save 36% in household food waste compared to meals cooked with store-bought ingredients.²



BOTTOM LINE CARBON FOOTPRINT



Higher Carbon Footprint

The long supply chain (and energy it wastes), trips to/from the store, and household food waste are why meals made with store-bought ingredients have a high carbon footprint.

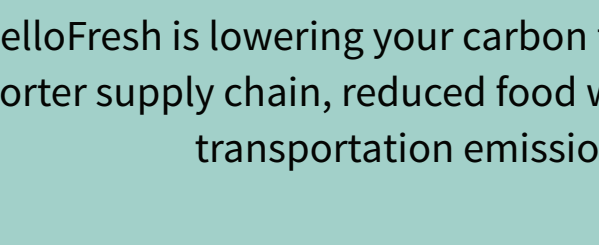


Lower Carbon Footprint

HelloFresh is lowering your carbon footprint with a shorter supply chain, reduced food waste, and lower transportation emissions.

HelloFact

On average, meals from meal kits like HelloFresh generate 33% lower greenhouse gas emissions than meals made with store-bought ingredients.¹



1. Heard, B. R., Bandekar, M., Vassar, B., & Miller, S. A. (2019). Comparison of life cycle environmental impacts from meal kits and grocery store meals. Resources, Conservation and Recycling, 147, 189-200.
2. Gooch, M., LaPlaine, D., Glasbey, C., Bucknell, D. 2019. Understanding the impact on household food waste and packaging reduction through the use of a direct to consumer meal kit model; Value Chain Management International Inc., Oakville, Ontario.