



HelloFresh launches new Vegetarian box

Toronto, January, 2017 – [HelloFresh](#) Canada, the globally leading meal-kit service, is now offering a new vegetarian box that makes preparing and enjoying delicious and healthy meat-free meals easier than ever. With its inspiring, well-balanced and nutritious recipes, every vegetarian kit involves an abundance of seasonal and farm fresh ingredients, hearty grains and vegetarian-friendly proteins.

“Since launching HelloFresh Canada in June 2016, we’ve received numerous requests for a vegetarian plan,” said Ian Brooks, Managing Director, HelloFresh Canada. “We are pleased to expand our meal plan offerings to more Canadians. The vegetarian plan is great for those who eat solely vegetarian, and those who prefer to eat less meat by replacing a few weekly dinners with delicious and healthy vegetarian options.”

HelloFresh recipes deliver well-balanced, nutritious and colourful meals. Every week HelloFresh will offer three varied vegetarian recipes, developed by the in-house culinary team headed by Irene Ngo. Just like the Pronto and Family plans, the vegetarian meals are quick and easy to prepare, taking no longer than 30 minutes to make. HelloFresh ingredients are sustainably sourced and supplied by trusted partners to ensure customers receive the best quality ingredients.

According to Statistics Canada (2014) less than 50 per cent of Canadians actually eat the recommended amount of fruits and vegetables per day. HelloFresh is an easy way to incorporate a variety of vegetables into any lifestyle, making eating healthy simple, delicious and no longer a chore!

“We all know that getting your daily dose of vegetables is easier said than done. Here at HelloFresh, we think beyond the typical salad bowl to incorporate more variety into our diets” said Irene Ngo, Head of Culinary, HelloFresh Canada. “This has given us the opportunity to really get creative in adding more colour, nutrients and flavour when creating the vegetarian box recipes. Even meat-lovers will fall in love with the wide variety of delicious and inspiring vegetarian recipes.”

HelloFresh makes cooking simple for you, cutting out the time-consuming shopping, leaving you time to enjoy the fun part – cooking! With a HelloFresh meal-kit subscription, customers receive chef-curated recipes based on seasonal farm fresh ingredients every week that come pre-measured and pre-chopped. Boxes are sent to the customer within 24 hours of being packaged in state-of-the-art boxes that will ensure ingredients remain cool and fresh. Canadian vegetarian meal boxes start at just \$12.33 per meal. Now available Canada-wide (excluding Quebec), healthy eating is just a click away! Visit [HelloFresh.ca](#) for weekly recipes and subscription options.

Twitter: [@HelloFreshCA](#)

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About HelloFresh

HelloFresh currently operates in the USA, the United Kingdom, Germany, the Netherlands, Belgium, Australia, Austria, Switzerland, and Canada. HelloFresh delivered 22.1 million meals in the 3-month period up to 30 September 2016, to about 850,000 subscribers. HelloFresh was founded in November 2011, and is based in Berlin. Additional offices are located in New York, London, Amsterdam, Zurich, Sydney, and Toronto. Current investors include Baillie Gifford, Insight Venture Partners, Phenomen Ventures, Rocket Internet, and Vorwerk Direct Selling Ventures.

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