



## Former Innovation Specialist at Innocent Drinks Brenda McCulley joins HelloFresh



**\*NEWS\* 07<sup>th</sup> July 2016** – HelloFresh welcomes Brenda McCulley to their UK team as they continue their growth, leading the way in the recipe box delivery services market.

Brenda joins HelloFresh in a newly created role as Innovation Manager reporting into Luke Grobb, Head of Innovation, after three years at Innocent Drinks.

As Innovation Manager, Brenda will be bringing a fresh drive to its thriving services into new markets and products. Speaking about her new role Brenda says, *"HelloFresh is only at the beginning of its journey in changing the way people eat forever. I'm looking forward to working with the team to bring exciting new concepts to life that will inspire new customers, bring a smile to their faces and enhance the HelloFresh meal experience."*

Ian Marsh, MD at HelloFresh said *'We were really impressed with Brenda's experience across the Innocent business. She has a great skill-set, marrying analysis and the ability to work cross-functionally, with creativity and understanding what the consumer is looking for from a fun and engaging brand.'*

Prior to Innocent Drinks, Brenda was a consultant at KPMG. A tri-lingual speaker across English, Chinese and German, Brenda also attended the Pan-European business school ESCP Europe.

[www.hellofresh.co.uk](http://www.hellofresh.co.uk)

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## **NOTES TO EDITOR'S**

HelloFresh was founded in November 2011 and is experiencing a meteoric rise, alongside the UK they also operate in Germany, Austria, the Netherlands, Belgium, Switzerland, Australia and the USA. HelloFresh delivers over 8million meal boxes a month globally and have over 800,000 active subscribers. With a new partnership with Jamie Oliver and hugely exciting growth plans for the future, HelloFresh has firmly established themselves as the key player in recipe box delivery services.