



HelloFresh encourages Brits to ‘Cook It Forward’ this Christmas after research finds half of us never cook for others

- 48.8% of people never cook for anyone other than their partner or children
- Less than 10% of over 55's are cooked for by their children on Christmas Day
 - A fifth of people eat alone on a daily basis

London, 4. December 2015 – Christmas is traditionally a time of giving and this year, HelloFresh wants people to ‘Cook It Forward’. Research conducted on behalf of HelloFresh looked into the cooking habits of Brits, particularly with regards to cooking for other people.

Nearly half of respondents (48.8%) never cook for someone that isn't their partner or child/children and more than a third never cook a meal together with someone else. A fifth of people said that they eat alone on a daily basis.

When asked if it should be the woman's job to do the cooking in the household, nearly 80% of people quite rightly disagreed with this. However this doesn't seem to transcend to Christmas day, as nearly half of all women surveyed said they do the cooking on Christmas Day versus a third of men. And less than 10% of over 55's are cooked for by their children on Christmas Day.

Being made a home cooked dinner is clearly still highly regarded, as a third of us would forego being taken out to a restaurant if it meant being cooked a surprise meal from a loved one.

"We all hear a lot about 'Christmas spirit', but how much of it are we actually showing? We really want to get people into the kitchen this Christmas, not just cooking for family and friends, but others who really need a helping hand. The research also suggests we need to give the men and kids of the household a nudge to get cooking!" said Patrick Drake, Co-Founder and Head Chef at HelloFresh.

HelloFresh's top tips to Cook It Forward this Christmas:



- Do you have elderly neighbours? Why not invite them for dinner, or cook/bake them something to take round to theirs? Something warm and hearty like a soup or casserole.
- Volunteer at a soup kitchen, a nursing home or charity– these amazing organisations are often looking for extra help, and not just at Christmas, but throughout the year.
- When was the last time you cooked for your parents or grandparents? If they don't live nearby, hop in a car or pop on the train, and cook up a storm to repay them the years of delicious meals they cooked for you.
- Do you have any friends going through a tough time at the moment? A chat over a home cooked meal could give them a much needed boost!

HelloFresh is the UK's leading 'cook from scratch' service, delivering everything the customer needs to cook restaurant-quality meals, including easy to follow recipe cards and ingredients measured exactly as required. For more information, please visit www.hellofresh.co.uk.

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Research was carried out by Opinion Matters on behalf of HelloFresh, from 17th-25th November 2015, on a sample of 1,886 UK Adults.

About HelloFresh

HelloFresh currently operates in the UK, Germany, Austria, the Netherlands, Belgium, Australia and the USA. HelloFresh delivered 13.2 million meals in the three months ended September 30, 2015, and in October delivered 5.5m meals to seven different countries across 3 different continents. HelloFresh 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.