



HelloFresh finds Brits can't stick to New Year's Resolutions

- 70% of us never even start them or maintain them for less than a month, with women being the worst culprits
- Men are more likely to lie about breaking their New Year's resolutions than women (30% compared to 25%)
- Improving health and fitness is a key goal, followed by spending more time doing the things we love, rather than focusing on career or money

London, 30 December 2015 – Research carried out for HelloFresh, the UK's leading 'cook from scratch' delivery service, has revealed just how bad we are at keeping New Year's resolutions in the UK.

The grim findings!

1. Discipline

53% of us never even start with our New Year's resolutions and 17% of us keep up with them for less than a month! We're worse than our friends across the pond, where 50% of people in the US never get them off the ground and 14% maintain their resolutions for less than a month. British women are worse culprits than men, with 57% of women confessing to failing to kick start their resolutions, compared to 50% of men.

2. Cheating

However, men are more likely to lie about breaking their New Year's resolutions than women, with 30% admitting to telling porkies compared to 25% of women.

Even celebrity chef, Jamie Oliver, who HelloFresh recently partnered with, said: "I don't tend to make resolutions anymore because I never keep them."

3. Money vs. Happiness

The intention is still there, with working on health and fitness being the biggest ambition (41%), followed by spending more time with family and doing hobbies (27%). Surprisingly, career and money is seen as less important, with just 15% focusing on this for New Year's resolutions.

A solution delivered to your door!

HelloFresh boxes can provide the answer to successfully achieving these resolutions;

- Time is often an inhibiting factor in maintaining a healthy diet, with



laborious trips to the supermarket and long, complicated recipes. By having the quick, easy to follow recipes delivered straight to your door, with all the ingredients you need, it saves you time to be able to do other things to succeed your fitness goals, such as going to the gym.

- The meals are delicious and nutritious, with dietary information available on the recipe cards, including calories, protein, carbohydrates, fat and saturated fat.
- All ingredients, including meat and fish, are from top quality suppliers, so you know where your food comes from and what you're putting into your body.
- Cooking shouldn't be seen as a chore and in fact, can quite easily be turned into a fun hobby, which you look forward to doing when you get home at the end of the day.
- Cooking a meal from scratch can bring the family together for much needed quality time in the kitchen and around the dinner table.

Research was carried out by Research Now on behalf of HelloFresh, in the UK, USA, Germany, Netherlands and Australia, with 1003 UK respondents. Further data available on request.

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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 6.1m meals in November 2015. 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.