



HelloFresh climbs Britain's three highest peaks to raise money and awareness for hunger fighting charity FareShare

UK, 2. August 2016 - A team from HelloFresh has taken on the National Three Peaks Challenge to raise money and awareness for FareShare – a food waste and hunger fighting charity who provided 18.3 million meals to vulnerable people last year alone.

22 members of HelloFresh's operations team embarked upon the 42km, 24 hour trek up and down the three highest peaks in England, Scotland and Wales for a cause aligned with their own mission; to reduce food waste.

With a goal to reduce food waste and inspire a conscious shift in the way we cook, HelloFresh selected FareShare as their charity of choice.

As of 8th of August 2016, HelloFresh has raised £4,368 that will be donated in full to FareShare.





Press Release

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Notes to Editors:

HelloFresh delivers 'cook from scratch' meal plans straight to your door, with easy-to-follow-recipe cards and high quality, pre-portioned fresh ingredients. By taking the usual hassle out of food shopping and meal planning, HelloFresh helps you to save time and spend it with your loved ones. It also helps you to live healthy, master your cooking skills and reduce food waste.

About HelloFresh

HelloFresh currently operates in Germany, the United Kingdom, Austria, the Netherlands, Belgium, Switzerland, Canada, Australia and the USA. HelloFresh delivered 17.0 million meals in the 3-month period up to 31 December 2015, and 7.5 million in March 2016 to over 800,000 active subscribers. HelloFresh was founded in November 2011 and is based in Berlin. Additional offices are located in New York, London, Amsterdam, Zurich, Toronto and Sydney. Current investors include Baillie Gifford, Insight Venture Partners, Phenomen Ventures, Rocket Internet and Vorwerk Direct Selling Ventures.