



HelloFresh deliver for the Blues

Blues get the home advantage through multi-year deal with HelloFresh

New Zealand, 3 February 2025 – HelloFresh is proud to become the official meal kit partner of the Blues men's and nib Blues women's rugby teams.

The announcement comes with the Super Rugby Pacific and Aupiki squads now into preseason training ahead of an action-packed 2025 schedule.

This multi-year partnership will see HelloFresh supporting the Blues across bringing fresh, tasty, and convenient meals to players and fans alike.

Blues hooker, Kurt Eklund said the club was delighted to have HelloFresh join the whānau supporting both the men's and women's teams.

"We're excited to have HelloFresh on board, backing us not just on the field but also at home, ensuring our teams are prepped for the week with healthy meals so they can keep their focus in the game when it matters most."

"There's a perfect synergy with HelloFresh and their commitment to local communities and what the Blues stand for. This partnership goes beyond us the players - it's a testament to our shared ambition to foster deeper connections with our most loyal fans."

HelloFresh's support for both the men's and women's teams underscore their commitment to inclusivity and excellence, recognising the hard work and heart that drives rugby at every level.

Claudia Baptista-Fernandes, Managing Director of HelloFresh New Zealand, said the company is proud to stand behind two iconic New Zealand rugby teams.

"We're passionate about bringing people together, whether it's over a delicious midweek dinner or cheering on their favourite team. Sponsoring both the men's and women's teams is a meaningful way for us to celebrate shared values like teamwork, connection, and purpose."

"We've proudly worked with newly-signed Portia Woodman-Wickliffe for over two years, championing the fight against food waste. Now, we're thrilled to extend our support to the entire women's squad at a time when women's rugby is reaching new heights."

As part of the new partnership, HelloFresh is introducing initiatives to energise the Blues community and help tackle midweek dinners like a pro. An exclusive new HelloFresh Fan Box is set to pop up at Eden Park for home games, and HelloFresh customers will have the chance to win the Ultimate Blues Experience, including pitch-side seats in the Fan Box, a player meet and greet and much more.

For more information about HelloFresh, visit www.hellofresh.co.nz.

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About HelloFresh

HelloFresh SE is a global food solutions group and the world's leading meal kit company. The HelloFresh Group consists of six brands that provide customers with high quality food and recipes for different meal occasions. The Company was founded in Berlin in November 2011 and operates in the USA, the UK, Germany, the Netherlands, Belgium, Luxembourg, Australia, Austria, Switzerland, Canada, New Zealand, Sweden, France, Denmark, Norway, Italy, Japan and Ireland. In Q3 2022 HelloFresh delivered 243 million meals and reached 7.5 million active customers. HelloFresh went public on the Frankfurt Stock Exchange in November 2017 and is currently traded on the MDAX (Mid-Cap German Stock Market Index). HelloFresh has offices in Berlin, Saarbrücken, New York, Chicago, Boulder, London, Amsterdam, Sydney, Toronto, Auckland, Paris, Copenhagen, Milan, Tokyo and Dublin.

About the Blues

Established in 1996, the Blues is one of the most successful and storied franchises in world rugby.

As winners of the inaugural Super Rugby championship, we have a legacy of five championship titles making the Blues the second most successful club in Super Rugby history.

The Blues represents a region that produces one-third of all registered players in New Zealand.

The Blues region has New Zealand's largest city with a dynamic economy and international outlook.

Our purpose is based on our pride in our history, our families and our region. It is in the opportunities we have created for many people, and in the inclusive nature of our franchise; and in the desire to win both on and off the field.

To us, people, connections and excellence matters.

About the Ultimate Blues Experience

HelloFresh has teamed up with The Blues to bring you the ultimate rugby weekend getaway, packed with unforgettable moments and exclusive access:

- **Behind-the-Scenes Access:** Meet your Blues heroes at their Captain's Run, a private pre-game training session
- **Eden Park Rooftop Views:** Watch the team take to the field from Eden Park's iconic rooftop and soak in unbeatable views of the game
- **Pitch-Side Fan Box Seating:** Cheer from the best seats in the house in the HelloFresh pitch-side Fan Box
- **Fresh Kit for the Family:** Score a \$500 Rebel Sport voucher to splurge on all new gear
- **Signed Blues Memorabilia:** Take home a signed jersey to make the memories last
- **All-Inclusive Weekend for Four:** Enjoy flights, transfers, \$500 spending money, and two luxurious nights in the Windsor Suite at the Fable Auckland, your official grand prize accommodation partner.

Every HelloFresh box ordered between 1 February and 23rd March 2025 gets you one step closer to winning this incredible grand prize. Plus, every box gives you the chance to snag tickets and pitch-side seats in the HelloFresh Fan Box for a round-robin Blues home game. Register to WIN!