



HelloFresh Names Claudia Sidoti Head Chef and Head of Recipe Development

Former Food Network Test Kitchen Director Brings 30 Years of Experience To Leading Meal Kit Company

NEW YORK, N.Y. – October 17, 2017 – [HelloFresh](#), the global leader in meal kit delivery, today announced the appointment of Claudia Sidoti as Head Chef and Head of Recipe Development in the U.S.



“As a busy mother of three who faces the daily dilemma of ‘what’s for dinner?’ even as a professional chef, I’m thrilled to join HelloFresh in getting home cooks in the kitchen – and more importantly, having fun in the process,” said Claudia. “Providing customers with the tools to come home after a long day, dive in to cooking, and get a delicious meal on the table in less than thirty minutes, is a truly empowering experience that I’m honored to play a role in.”

Based in the company’s New York City headquarters, in this newly-created role, Claudia will lead HelloFresh’s culinary team of seasoned recipe developers.

Claudia brings more than thirty years of experience to the HelloFresh kitchen, most recently hailing from Food Network, where for over eight years she served as Test Kitchen Director, leading culinary content and contributing more than 3,000 recipes to *Food Network Magazine*. She began her career at 19 as chef and restaurateur in New

York City, spending eight years in the kitchen at Onini restaurant before shifting gears and food styling for television commercials, editorial and ad campaigns. She later launched catering company Beauty & the Feast, along with Urban Market, an international specialty food shop that featured authentic dishes inspired by her multi-cultural family. As a marketing and catering director, she helped companies such as Eatzi’s, Cosi and Panera Bread to grow their businesses.

At HelloFresh, she will focus on expanding and honing the robust database of delicious, easy-to-follow recipes for home cooks, which currently houses more than 1,000 unique recipes. Additionally, she’ll integrate new product innovation initiatives and mobilize customer data and analytics, which supply the team with feedback on recipe performance and insights into customer tastes and trends.

“Our delicious recipes are the core of our business and what keep customers coming back week after week,” said Stacy Gordon, Chief Product Officer at HelloFresh. “We’re ecstatic to welcome Claudia’s leadership, wealth of culinary experience, and expertise into our test kitchen, as well as the kitchens of thousands of home cooks across the country.”

In 2017, HelloFresh expanded its weekly menu options from ten to fifteen recipes, re-launched its Family Plan, and introduced new menu features including Premium meals, Hall of Fame recipes, and 20-Minute



Meals. In addition, HelloFresh debuted a series of new products including [HelloFresh Wine](#), and an online marketplace selling curated [kitchenware](#).

About HelloFresh

HelloFresh is the world's leading meal kit company, operating in the U.S., the United Kingdom, Germany, the Netherlands, Belgium, Australia, Austria, Switzerland and Canada. HelloFresh delivered 33.7 million meals in the 3-month period from April 1, 2017 to June 30, 2017 to more than 1.25 million customers. HelloFresh was founded in November 2011 in Germany and pioneered the global phenomenon of meal kits. The company has offices in New York, Berlin, London, Amsterdam, Zurich, Sydney, and Toronto, and operates seven fulfillment centers around the globe.

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Media Contact:

Shara Seigel | Senior PR Manager | HelloFresh U.S. | shara@hellofresh.com | 929-290-5475
The Door | hellofresh@thedoonline.com