



FOR IMMEDIATE RELEASE

**HelloFresh Partners with Monterey Bay Aquarium Seafood Watch® Program
Committing to Eco-Friendly Seafood Sourcing**

NEW YORK, N.Y., January 25, 2017 - [HelloFresh](#), the world's leading meal kit delivery brand, is announcing a formal partnership with the Monterey Bay Aquarium Seafood Watch program, committing to only source seafood caught or farmed in ocean-friendly ways.

Through this partnership, HelloFresh US pledges to source seafood rated a **Best Choice, Good Alternative**, or seafood that is eco-certified to a standard recommended by Seafood Watch. HelloFresh will also aim to help improve struggling fisheries through Fishery Improvement Projects and to ensure the seafood supply chain is fully traceable and socially responsible.

"We are passionate about bringing fresh, healthy ingredients straight to subscribers' doorsteps," Uwe Voss, HelloFresh US COO said. "We are proud to have established a partnership with Seafood Watch that brings our customers the best quality ingredients, while simultaneously continuing our larger commitment to the environment."

Seafood Watch empowers consumers and businesses to make choices for a healthy ocean. Using science-based methods, the non-profit assesses how wild-caught and farmed seafood affect the environment and provides recommendations indicating which items are **Best Choices, Good Alternatives**, and which ones to **Avoid**.

About HelloFresh

HelloFresh currently operates in the USA, the United Kingdom, Germany, the Netherlands, Belgium, Australia, Austria, Switzerland and Canada. HelloFresh delivered 22.1 million meals in the 3-month period up to September 30, 2016 to 850,000 subscribers. HelloFresh was founded in November 2011 and is based in Berlin. Additional offices are located in New York, London, Amsterdam, Zurich, Sydney and Toronto. Current investors include Baillie Gifford, Insight Venture Partners, Phenomen Ventures, Rocket Internet and Vorwerk Direct Selling Ventures.

About the Monterey Bay Aquarium Seafood Watch program

The mission of the nonprofit Monterey Bay Aquarium is to inspire conservation of the ocean. The Monterey Bay Aquarium Seafood Watch program empowers consumers and businesses to choose seafood that's fished or farmed using responsible methods that protect sea life and habitats, now and for future generations. Seafood Watch's widely recognized and respected science-based recommendations, indicating which seafood items are **Best Choices** or **Good Alternatives**, and which ones to **Avoid**, are available in its app and at [seafoodwatch.org](#).



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