



# HELLOFRESH: CHANGING THE WAY PEOPLE EAT BY DIVERSIFYING, EDUCATING, AND INSPIRING HOME COOKS

## OVERVIEW

As consumers become more knowledgeable of the positive impact they can make through food choices, the demand for different protein options continues to rise. HelloFresh – the world’s leading meal-kit delivery service – has evolved with consumer demand and continues to stay ahead of the curve.

This case study evaluates how HelloFresh has changed the way people eat by expanding meal choices and increasing vegetarian and vegan recipe options alongside other meal choices that may include animal-based proteins.

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HelloFresh was created in 2011 from the idea that everyone should have access to high-quality ingredients and feel confident when preparing meals at home. Its founders first put together ingredients for three meals, placed them into paper bags, and hand delivered them to their friends and family in Berlin, Germany. Today, HelloFresh delivers more than one billion meals annually to households in 18 countries.

## THE CHALLENGE

Ten billion land animals are farmed for food each year in the United States. Of those 10 billion, 99% are raised on intensive farms which cause widespread pollution, biodiversity loss, and harmful effects on the climate.

Many consumers who traditionally eat meat with every meal are becoming increasingly interested in diversifying their plates to shift towards a better balance. However, in the United States, where “meat and potatoes” are the norm, companies must find creative ways to market new ingredients as well as vegetarian and vegan choices. HelloFresh has done this by consistently introducing new and innovative recipes to all customers and supplying educational materials for at-home chefs to be successful.

- 2013 ● HelloFresh US Offers a Vegetarian Recipe
- 2018 ● Grilling Cheese Introduced
- 2019 ● Beyond Meat™ Introduced
- 2020 ● Proprietary Plant-Based Grind Introduced
- 2021 ● Tofu Introduced
- 2023 ● Falafel Introduced

## DIVERSIFYING

The original HelloFresh box which launched in the US offered ten recipe choices, including one vegetarian meal. By following emerging trends, listening to customers, and being willing to take risks, the company has been at the forefront of offering diverse meal recipes.

**Now in 2023, more than 20% of HelloFresh US's 40 menu options are vegetarian and vegan.**

In addition to the standard Meat & Veggie selection, HelloFresh also offers Pescatarian, Fit & Wholesome, Quick & Easy, and Veggie boxes as "default" settings. Every week, subscribers select their meals from an ever-changing menu of rotating recipes, where they see vegan and vegetarian recipe options directly next to meat-centric recipes. **In Q4 2022, HelloFresh saw that 83% of non "Veggie Box" subscribers in the US selected vegan recipes, demonstrating a growing demand and interest in these meals.**

Vegetarian options such as "Hot Honey Brussel Sprouts Flatbread" and "Tex Mex Black Bean Enchiladas" and vegan recipes like "Turkish-Spiced Chickpea Bowls" and "Thai Coconut Curry Tofu" are some of the flavorful options subscribers can add to their weekly meals.

**When analyzing 2023 US data, the meal-kit company found traditional "Meat & Veggie" box subscribers select a vegan recipe 2.14% of the time, representing over 10,000 vegan plates served every week from "Meat & Veggie" eaters.** This amount has doubled from 2022 data as more vegan options have been added to their repertoire. As more recipes are introduced to customers, HelloFresh estimates the orders will rise accordingly, as subscribers of each menu preference continue to show a growing interest in selecting vegan and vegetarian recipes.

By highlighting new options like tofu, falafel, and HelloFresh's popular Proprietary Plant Based Grind, HelloFresh demonstrates how a business can diversify its ingredient portfolio in a meaningful way to help consumers enjoy eating more plant-forward.



Vegan Baja Cauliflower Tacos

## EDUCATING & INSPIRING

HelloFresh's model empowers people to try new recipes and techniques by introducing ingredients they may not usually cook with on their own. Following the how-to recipe cards with vivid pictures, subscribers confidently attempt tempura frying, achieve the perfect risotto consistency, and make zucchini ribbons for the first time.

While many of HelloFresh's customers may be familiar with Halloumi or "Grilling Cheese," for others, learning of it, preparing it, and enjoying it are all firsts. After introducing the vegetarian option in 2018, HelloFresh may send as many as 33,000 servings of their "Za'atar Crusted Grilling Cheese with Sumac Roasted Veggies" in just one week.

HelloFresh's online blog also offers tips for at-home chefs. Posts like "What is a Mise en Place and Why Should You Use It," "How to Cut a Pineapple," and "The Best Way to Cook Spaghetti Squash" are all easily accessible. Even potential customers have access to the online recipe archive, which features HelloFresh's most loved recipes, along with the step-by-step instructions and the correlating images that are such a part of the company's brand. The company also created a "**Hunger Matters**" landing page for those facing food insecurity to show individuals and families how to make nutritious, budget-friendly recipes. Empowering the consumer is central to HelloFresh's model, and that is evident in the educational resources and diverse ingredients available to their customers. Check out their [recipe archive](#) here.





Vegan Thai Coconut Curry Tofu



Spinach and Falafel Power Bowls

## GOOD BUSINESS

In a 2022 HelloFresh US survey, 35% of respondents indicated interest in trying vegetarian meals and 15% of respondents were interested in trying vegan meals. Customers also commented that they are interested in more fresh vegetables overall to accompany their animal protein meals. By meeting consumer demands for more plant-forward offerings, HelloFresh reports record business performance; a 2023 press release reports global revenue of €7.6 billion for the 2022 fiscal year.

## SUSTAINABILITY

HelloFresh research shows the company's environmental impact is lower compared to supermarkets and restaurant deliveries, with HelloFresh meals producing four percent fewer greenhouse gas emissions compared to restaurant delivery and 31% fewer compared to supermarkets, indicating a lower impact on climate change.

In addition, HelloFresh meals waste 23% less food compared to a meal cooked from scratch with ingredients bought at a traditional supermarket, addressing another environmental concern through its innovative business model.

## FOSTERING A HEALTHIER AND MORE DIVERSE FOOD CULTURE

As demonstrated through HelloFresh's leadership, companies can diversify their menu without removing options. Educating the customer about different ingredients and methods of cooking is central to fostering a healthier food culture. Food businesses are encouraged to use this example set by a sector leader to evaluate their own products. It is up to companies to listen to consumers, evaluate their protein portfolio, and be a part of the change.



## CORPORATE RECOMMENDATIONS

Compassion in World Farming encourages policymakers, farmers, food businesses, and consumers to move beyond industrial farming and seek new ways to achieve more sustainable and humane systems of food production. Exchanging knowledge should be encouraged as changing our food system requires a collective effort across sectors. Companies can adjust their protein portfolio and fulfill ESG (Environmental, Social, Governance) goals by offering more ingredients like tofu, tempeh, and seitan and increasing vegetable, legume and grain options to better educate consumers on diversifying their plates/meals.

The Compassion in World Farming Food Business Team is available to partner with other industry leaders ready to improve animal welfare policies and diversify protein sources.

For more information, please email [FoodBusinessUS@ciwf.org](mailto:FoodBusinessUS@ciwf.org)

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