



HelloFresh

A Product Marketing Project

Duygu Ecem Karatas



AGENDA

Consumer Insight

CX Feature & Concept

Activation & G2M Strategy

Success Metrics & Scaling

INSIGHTS



- **Food in the Fridge:** “I already have food at home.” When surveyed in July 2025 in European countries, 63% of respondents agree that using what’s already in the fridge is the biggest opportunity to cut food waste [2]
- **What’s for Dinner Dilemma:** “I forgot food in the fridge because I don’t know what to cook with it.” Households are the largest source of food waste because of inconsistent meal planning and lack of recipe inspiration
- **Waste Anxiety:** Single households wants to minimize food waste due to large supermarket packaging. They want better shopping and meal planning, smaller portions [1]
- **Missing Home:** Strong ongoing demand from expat populations who seek foods from their homelands in local European markets [3]
- **Cultural Food Curiosity:** A global survey found ~70% of Gen Z and ~60% of Millennials are actively seeking international and traditional meal ideas online. They cite “discovering new cultures through food” as a top motivator [4]

[1]European Commission. (October 26, 2015). What would help you to waste less food at home?* [Graph]. In Statista. Retrieved January 23, 2026, from [Statista](#)

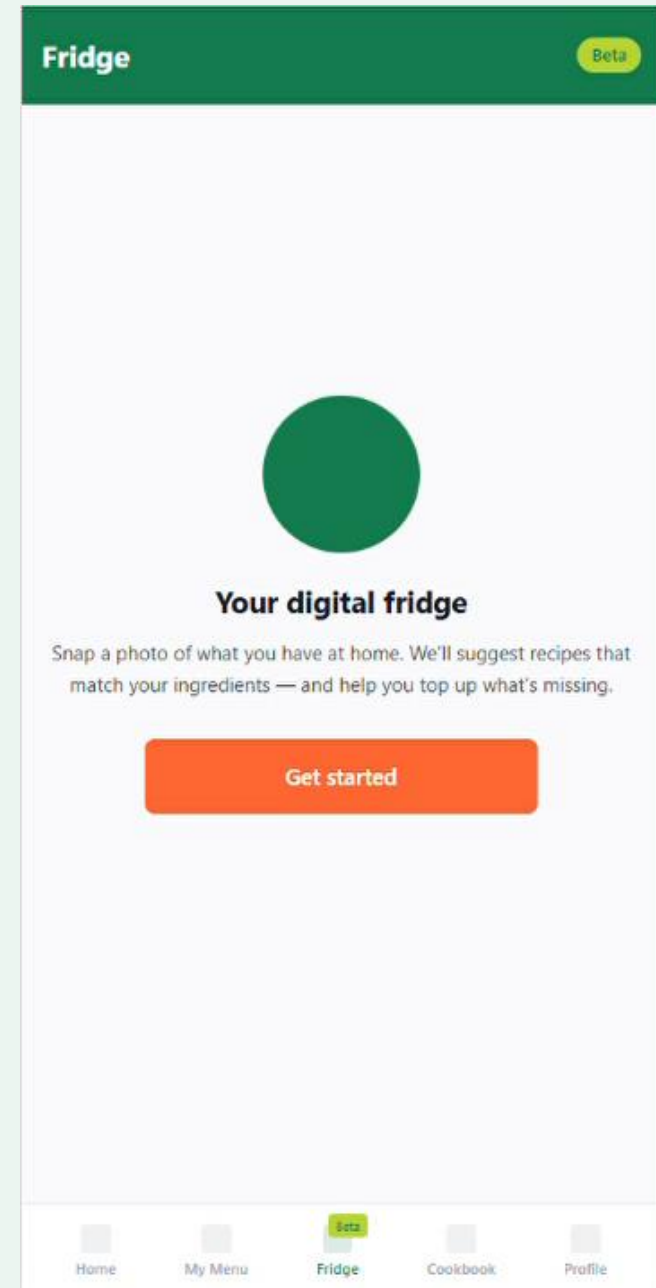
[2]Deloitte. (August 31, 2025). Ways consumers are trying to save on food in European countries as of July 2025 [Graph]. In Statista. Retrieved January 23, 2026, from [Statista](#)

[3]Europe Ethnic Food Market Report, (Dec, 2025) [Marketresource](#)

[4]Global Food Culture: Tradition Reinvented, [Innova’s Top 10 Trends 2025](#)

The Idea

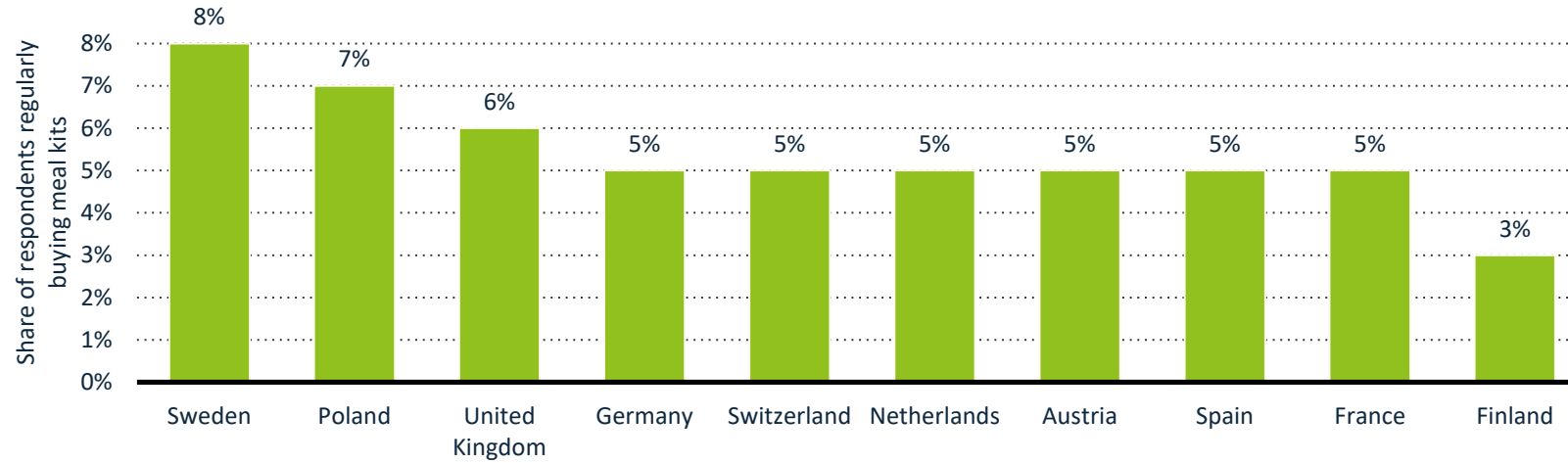
HelloFresh stops competing with grocery shopping.
It coexists with what's already in the fridge.



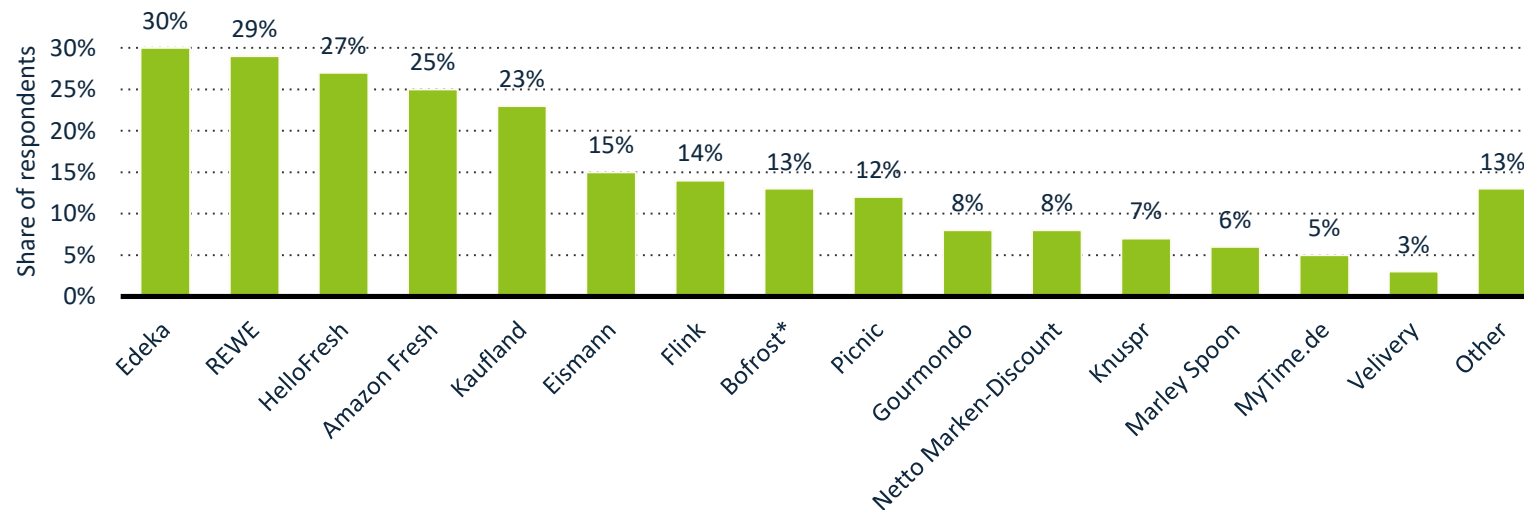
Test. Learn. Scale

Share of people regularly buying meal kits in selected European countries in 2025, by country

Meal kits popularity in Europe 2025, by country



Online grocery & beverage shopping by store brand in Germany as of September 2025



From Fridge to Table: A 360 Degree Go-To-Market Plan

In-App	Lifecycle-CRM	Out-of-Home	Paid Media
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Exclusive Selection Access

Taste of Home Category for
“Tastes you forgot, saved from
your fridge”



Personalized incentives

Content, incentive,
targeting testing for
PN, email, LPs

Remarketing
campaigns

Biomüll stickers

Contextual awareness



Paid Media

Short-form video + Google Ads



“This was almost thrown away.”
“Food reminded me home.”
“I am not feeling like shopping
today.”
The recipies you grew up with.
Real fridges. No prep. Influencers
showing what’s actually in their
fridge, without planning or
preparation.

Exclusive Selection for My Fridge



*Homemade. Heartfelt.
Yours.*





Zeytinyağlı Pırasa (Leek Stew in Olive Oil, Mom-Style)

A dish many stop cooking, but never stop missing.

Vegetarian

Low Calorie

Why it feels homesick

The smell instantly feels like home.

Fridge Match

Onion, carrot, lemon



Complementary Kit

Fresh leeks + pre-measured olive oil



Taste of Home Collection

Let's Cook!

HELLO FRESH
Taste of Home
Collection

Ingredients (2 People)



Onion



carrot



Lemon



Leeks



Olive oil



1. Prep vegetables



2. Sauté onions & carrots



3. Add leeks & braise with olive oil



4. Simmer until tender



5. Finish with lemon juice



6. Serve warm or cold

Nutritional Values

	per 20g (2 belcal)
Protein	15.3 g
Total fat	3.3 g
- Saturated	3.3 g
- Carbohydrates	33.3 g
Protein	3.2 g
Soli.	149/kcal

Insight

The smell instantly feels like home. Mom-style comfort food.



Taste of Home Collection



 Poland |
Klussi Lenive (Lazy Dumplings)
 "Made at home, never in restaurants. The kind food find only home."

Vegetarian Low Calorie

Why it feels homesick
 Somewhere between sweet in savory. A true at-food of rarely eaten out.

Fridge Match
 Quiark/cottage cheese eggs



Complementary Kit
 Słis t h r o t e + + m i l k , r a t e n a n e t e r a t i t .



Let's Cook!

Ingredients



1. Prep vegetables



2. Braising carrots to soft in carrots



2. Add leeks & braise with milk



5. Cook until, & parawing nench oe lily & tep cunsed.



7. Find pal eggs



5. Serve warm or to

Nutritional Values

	per 20g (2 kcal)
Cretgin Meouret	192 g
Orem caag chest oiesil	137 g
Dyscaricid veerehed	232 g
- Dole cing.	230 g
Plensotus tiord nirey Kit	190 g
Hodain	1045 kcal

Insight

The smell Polsin home. Simple comfort, and ful.

Look & Feel

Your fridge already has a plan

34% of European households waste fresh fruit and vegetables. We created exclusive Taste of Home recipes when you use My Fridge. We brought back your grandmother's recipes to help save what's already there and add only what's missing.

Scan

Browse

How it works

Your ingredients, our recipes. No waste, no guessing, just good meals.

STEPS

From fridge to table in minutes

First

Point and capture your ingredients

Hold your phone steady. The camera reads what's there. No typing, no lists, just point and go.

Scan

Details >

Second

Get recipes built around what you have

Our chefs and AI suggest meals that work with your ingredients right now.

Explore >

Last

Add only what's missing to your cart

We tell you exactly what you need. Nothing extra, nothing wasted.

Shop >

Unlock Taste of Home.

Fresh ingredients at a fair price

Scan

Share what's already in your fridge

Point your phone at what you have. We will recognize ingredients in seconds and build your list automatically.

<

 Less than a minute

📅

 Works with any fridge

📄

 No membership required

Start

Learn more >



Buy only what you're missing

We show you exactly what's needed to complete each meal. Add missing items to your cart and complete the rest with HelloFresh box you choose for the week.

Shop

View list >

2 people x 2 meals
€35 - €18.49 / per week

2 people x 3 meals
€42.50 - €20.9 / per week

4 people x 3 meals
€66.50 - €31.49 / per week

Questions

Everything you need to know about scanning and cooking smarter.

How does scanning work?

Point your phone at your fridge and let the camera do the work. Our system recognizes what you have, builds a list, and finds recipes that match. It takes less than a minute.

Is my data private?

Your fridge contents stay between you and HelloFresh. We don't share your ingredient list with anyone. Your privacy matters as much as your meals do.

Can I edit my scanned items?

Yes. After scanning, you can add, remove, or adjust quantities. The app learns what matters and gets smarter each time you use it.

What if I don't have exact matches?

Our AI understands substitutions. Missing basil but have parsley? We'll work with that. The recipes adapt to what's real in your kitchen, not what's ideal.

Do I have a minimum order limit

Yes. To place an order, the minimum order value is €35.If you're planning with what's already in your fridge, you can top up your order with your favorite HelloFresh meal kits or choose from the our selection. You can also select multiple recipes, once the total value of the missing ingredients reaches €35, your order is complete.

Need more help?

Reach out to our team anytime.

Contact us

Real meals

People discover dishes they never thought possible

★★★★★

I opened my fridge and found a week's worth of dinners waiting for me.

Sarah Chen
Home cook, Seattle

★★★★★

The app knew exactly what I had and turned it into something I'd actually want to eat.

Marcus Webb
Busy parent, Austin

★★★★★

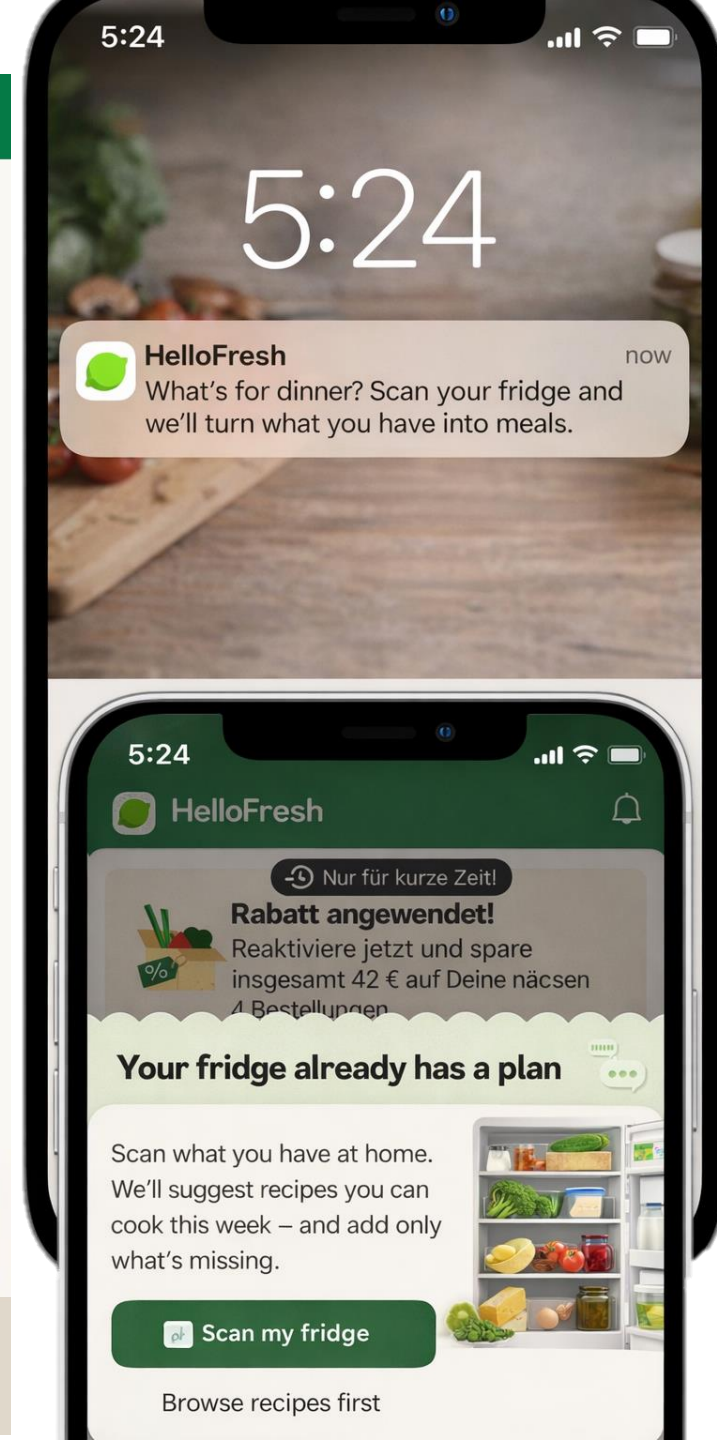
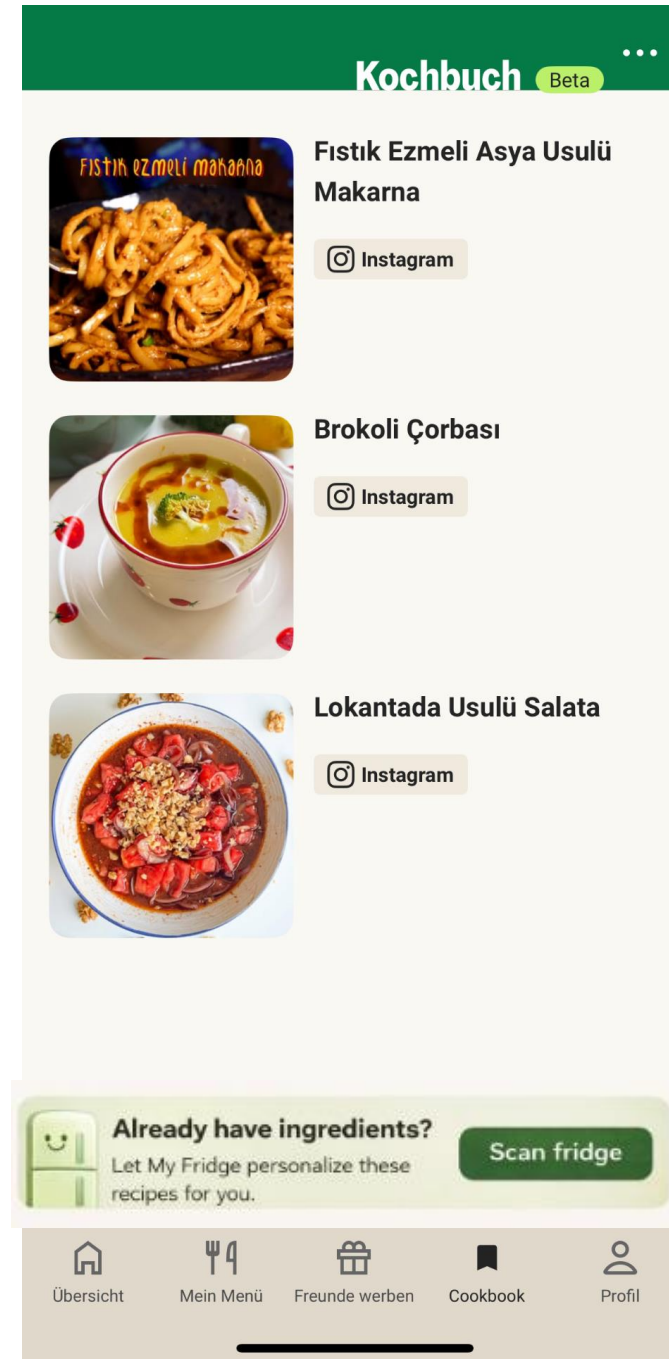
No more wasted ingredients. HelloFresh made cooking simple again.

Elena Rodriguez
Food enthusiast, Miami



App Ingress Points

Homepage Hero
Landing Page
Bottomsheet
Inline messaging
Animated pop-up
Checkout banners
Push notifications
Beta tab



Targeting Strategy

a. Existing HelloFresh Users

Single households, Gen Z, Millennials concerned about food waste and overbuying

Customers who decreased basket size in the last 6 months

Reviewed recipes but did not order (last 6 months)

Lapsed subscribers, paused subscribers

Meal kits in cart, no purchase in the last 30 days

Active members who purchased in specific categories (X / Y / Z)

Beta users of other features (early adopters)

b. New to HelloFresh

App downloads in the last 3 months and purchased first meal kit

App downloads in the last 3 months and did not purchase first meal kit

c. My Fridge Beta Users (6 months post launch)

Beta users who scanned the fridge and viewed at least one recipe not purchased

Beta users who have not scanned the fridge in the last 6 months

d. Not HelloFresh User

Has budget / planning / habit apps > signals of convenience seeker

Language ≠ country > signals of expat life, keen to explore other cuisines

Food explorer, follows home cooking, cook with me influencers

International SIM / roaming history

Measuring what really matters

Acquisition & Reach

HelloFresh App Install per traffic driver and channel
Total impressions (My Fridge desktop LP)
Lead Source breakdown per Beta sign up
(In-app, Push, QR, Influencer: TikTok / YT / IG, Landing page)
Beta opt-in users / new users
Beta opt-in users / existing users impressed

My Fridge Activation & Usage

My Fridge activation rate (daily / weekly / monthly)
Users with ≥ 1 fridge input / beta users
Unique Fridges scanned
Scan usage vs manual entry (%)

Engagement & Content

Avg. Sessions per user / week
% increase in session length per user
Recipe view rate per user
Recipe saved per user
Taste of Home recipe view / select / share rate
Purchase abandonment
Saves and shares in social media

Conversion & Basket

Direct conversion: Meal kit purchased (# kits , # customers)
Direct conversion: Missing ingredients purchased
Attach to meal kit & purchase rate
Minimum order completion rate (%)
Avg. basket size per purchase
Avg. incremental basket value (€)
Number of missing ingredients per recipe
Avg. value of missing ingredients per purchase

Measuring what really matters

Retention

- Daily / Weekly / Monthly Active Beta Users
- Week 4 retention lift (vs control)
- % Repeat customer rate
- Subscription reactivation rate
- App reactivation rate
- Predictable recurring revenue from subscriptions

Experience & Stability

- Net promoter score
- Latency & crash metrics

Incentives & CRM

- Incentives granted vs incentives redeemed
- Push / Email open rate
- Opt-out rate
- CTR, CVR (Direct vs total conversion rate)
- Cost to serve

