

Hi all, I wanted to give an intro on waste reduction at HelloFresh, which is the leading meal-kit delivery company in all 11 of our established markets worldwide. Our core mission is to change the way people eat forever by sending them exactly the food they want to cook delicious meals. This means we only order what we know our customers need from our suppliers and don't build up an inventory of fresh ingredients, thus reducing food waste at home and throughout the supply chain.

Since we deliver pre-portioned ingredients to our customers, packaging is required to protect the food and maintain the cold chain, and some amount of waste is inevitable. Although recent research from the University of Michigan has shown that the overall environmental impact of meal kits is actually lower than that of meals from traditional retailers, we are still quite conscious of our remaining environmental footprint and working on reducing packaging waste, especially plastic, where possible.

Currently, we are prioritizing minimizing plastic insulation, which in some markets comprises the majority of plastic weight in our boxes. Much of our plastic insulation is already made from recycled or biodegradable materials, but fully transitioning away from plastic insulation has proven difficult, as we have not been able to find market-ready paper-based insulation options that meet the specific requirements of our boxes. Therefore, we are now working on developing our own paper-based insulation solutions. Our US market partnered with Temperpack and launched Climacell last year, their first fully curbside-recyclable insulated box.. Other markets using plastic insulation either have planned trials for paper-based insulation or are testing new options with various suppliers. Local supply is crucial here, in order to avoid excessive transport of insulation material around the world.

Many of our local operations teams are also conducting in-depth analyses of their primary packaging usage and significantly reducing their ingredient packaging waste. We are working on facilitating internal knowledge-sharing about best practices for different materials and ingredient categories across markets.

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Emma Budiansky: on the International Product and Procurement team at HelloFresh, where Coordinates international sustainability initiatives, implements sustainability data collection efforts, and works on strategic category management projects.

Tilman Eichstädt: Leads the International Product and Procurement Team at HelloFresh and supports all sustainability initiatives around packaging and food waste.

If you're interested in learning about our sustainability work at HelloFresh, check out our [2018 sustainability report](#) or message us directly for more information.