NEWS RELEASE

HelloFresh and No Kid Hungry Launch Hunger Hero Campaign to Combat Summer Hunger

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HelloFresh rallies support to raise awareness and fight hunger with new 'Hunger Heroes' initiative – including TikTok stars and chefs Tini Younger, Eitan Bernath and more.

NEW YORK--(BUSINESS WIRE)-- HelloFresh, the world's leading meal kit provider, and No Kid Hungry, a campaign focused on ending childhood hunger, announced today the "Hunger Hero" campaign to raise awareness of rising hunger across the US. The meal kit brand is tapping celebrated online chefs and dedicated hunger relief advocates, including Tini Younger, Eitan Bernath and Becca and Justin Schwartz, to serve as ambassadors of the campaign and raise awareness of childhood food insecurity during the summer months, inspiring others to join in the cause.

HelloFresh and No Kid Hungry announced today the "Hunger Hero" campaign to raise awareness of rising hunger across the US.

In the US, **1 in 5 kids** face hunger. This staggering reality is only heightened during the summer months when kids are out of school and lose access to the dependable nutrition they get at school during the academic year. Impending cuts to SNAP and other critical programs, coupled with a looming crisis for food banks, threaten to make the issue even worse.

Galvanizing Hunger Heroes to Help Fight Food Insecurity

Through a combination of social- and event-led initiatives, the Hunger Hero campaign will provide individuals with a call-to-action to help address childhood hunger in their own communities.

HelloFresh kicks off the program today with a series of distribution events in New York City, NY; Atlanta, GA; and Phoenix, AZ where families can access free HelloFresh meal kits filled with nutritious, family-friendly recipes, along with vital resources on summer EBT, SNAP benefits and information on where to access support through No Kid Hungry. Each event will be joined by a notable "Hunger Hero," an influencer, chef, and or "foodie" who is actively committed to fighting food insecurity in their own communities. **Tini Younger**, who volunteers in her own backyard at Atlanta Mission, **Eitan Bernath**, a high-level supporter of the United Nations World Food Programme; and **Becca and Justin Schwartz**, who actively volunteer with Feed My Starving Children by hosting community volunteer events with their followers, will all serve as Hunger Heroes, providing assistance and awareness about the issue.

Beyond hosting these events, each Hunger Hero will call upon their followers to commit to fighting hunger — whether through donating to No Kid Hungry, volunteering at a local food bank or even simply raising awareness in their own communities. For every like, share, or comment on campaign-related posts, HelloFresh will make a donation to No Kid Hungry in support of their vital work feeding families year-round up to $10,000 from June through August.

The meal kit brand will also be running a social media campaign spotlighting everyday hunger heroes — including food bank leaders and educators — to spotlight the important work they do every day and inspire the brand's followers to join in the cause.

"From my time volunteering at Atlanta Mission, I've met many families trying their best, but struggling to put meals on the table," said viral chef Tini Younger. "Fighting food insecurity is deeply important to me. Being a part of this campaign is not just about food. It's about dignity, joy and the chance for kids to be kids."

"Every day, we're witnessing more families struggling with hunger — and during the summer months, the need becomes even more urgent," said Adam Kalikow, Senior Vice President and Managing Director at HelloFresh US. "That's why we're doubling down on our efforts to help close the summer hunger gap. By partnering with some notable 'hunger heroes' like Tini, Eitan, Becca and Justin, we're able to bring more attention to this growing issue while making a tangible impact. We invite everyone to get involved and look forward to spotlighting hunger heroes across the country — those stepping up and making a real difference in their communities."

"We're incredibly thankful for the continued support from HelloFresh to combat childhood food insecurity," said Allison Shuffield, Managing Director of Corporate Partnerships. "At a time of increased need, the support from corporations like HelloFresh is that much more important to ensure children are not going hungry this summer."

To learn more about how HelloFresh and No Kid Hungry are fighting childhood food insecurity and to join the Hunger Hero movement in the action, please visit **hellofresh.com/pages/nokidhungry** or @HelloFresh on social

media.

ABOUT HELLOFRESH

HelloFresh is the world's leading meal-kit company, providing customers with fresh, high-quality ingredients to cook delicious meals at home. By delivering pre-portioned ingredients and easy-to-follow recipes directly to customers' doors, HelloFresh helps busy individuals and families enjoy home-cooked meals without the hassle of meal planning and grocery shopping. HelloFresh was voted the Most Trusted Meal Kit Delivery Service in America from 2021 through 2023 by Newsweek. For more information, visit **www.hellofresh.com** or follow HelloFresh on **Facebook**, **X**, **Instagram**, or **TikTok**.

ABOUT HELLOFRESH GROUP

The HelloFresh Group is a global food solutions group and the world's leading meal kit provider. The HelloFresh Group consists of eight brands that provide customers with high quality food and recipes for different meal occasions including HelloFresh, Green Chef, EveryPlate, Chefs Plate, Factor, Youfoodz, The Pets Table and Good Chop. The Company was founded in Berlin in November 2011 and operates in the USA, the UK, Germany, the Netherlands, Belgium, Luxembourg, Australia, Austria, Switzerland, Canada, New Zealand, Sweden, France, Denmark, Norway, Italy, Ireland and Spain. In Q1 2024 HelloFresh Group delivered over 272 million meals globally. HelloFresh SE went public on the Frankfurt Stock Exchange in November 2017 and is currently traded on the MDAX (Mid-Cap German Stock Market Index). For more information, visit **www.hellofreshgroup.com**.

ABOUT NO KID HUNGRY

No child should go hungry in America. But millions of kids in the United States live with hunger. No Kid Hungry is working to end childhood hunger by helping launch and improve programs that give all kids the healthy food they need to thrive. This is a problem we know how to solve. No Kid Hungry is a campaign of Share Our Strength, an organization committed to ending hunger and poverty.

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Source: HelloFresh