



## HELLOFRESH Q1 CAMPAIGN

### PRESS RELEASE - JOE SWASH LEAD

*Prepared by John Doe, December 2024*

**EMBARGOED UNTIL 00:01 30.12.24**

## 2ND JANUARY: THE DAY BRITS OFFICIALLY SAY GOODBYE TO TWIXMAS, HELLOFRESH DATA REVEALS

- Over half of Brits (58%) feel January is the hardest point in the year to get back into a routine
  - 90% agree that home-cooked meals are key to regaining balance after the festive season
    - Family man Joe Swash explains how HelloFresh helps him get back on track
- Take the HelloFresh quiz to discover which of the four January personas you belong to: 'Fresh Starters', 'Scatterbrains', 'Ghosts of Christmas Past' or 'Goal Setters' [HERE](#).

**London, 30 December 2024:** January's nearly here, and the tinsel-strewn chaos has finally subsided. But let's face it – getting life back on track after the festive free-for-all is no mince pie. New insights reveal that the January struggle is *real* for British families. To help, [HelloFresh](#) is stepping in to support families in regaining balance and restoring routine in the new year. Partnering with family man Joe Swash, HelloFresh is offering practical tips to help Brits tackle the January challenge.

New research\* from the UK's leading recipe kit provider reveals that over half of Brits (58%) agree that getting back into a routine in January is the hardest adjustment of the year. This craving for normalcy is felt across the UK, with more than a third (35%) admitting they find it difficult to regain balance and structure post-holidays. For many, the struggle is real: more than a third (38%) of people can't even remember what day it is, and more than half (58%) say the lack of routine after the holiday period creates added stress.

The post-holiday chaos extends beyond just getting back into a routine. Many Brits find themselves still caught up in the remnants of the festive season - half of them admit to snacking on Christmas leftovers all day (50%), while over a third (35%) stay in their PJs from morning until night. Even more surprising, a fifth (19%) are making do with nothing but cheese and biscuits for dinner. After all, who needs structure when there's cheese to sustain you?

Interestingly, January 2nd has become the day when most Brits feel the pressure to snap back into their routine, as the festive glow fades and the scramble for normalcy begins. But Glasgow is holding out a little longer - it's the only city in the UK where folks have decided that January 3rd is their day to get back on track, following the double bank holiday. The research reveals that by January, many Brits are officially over the leftovers (26%) and already dreaming of healthier meals (20%). In fact, the majority (90%) agree that having regular, home-cooked meals during the week is a top priority for finding balance again in the New Year.

To bring balance back to the New Year, HelloFresh has teamed up with brand ambassador Joe Swash to offer families practical tips on restoring routine, managing post-holiday stress, and simplifying mealtimes:



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#### **Joe Swash's tips for restoring balance in January:**

- 1. Make time to be together. I always try and eat dinner as a family where possible. Life can be really busy, and we all love spending time as a family. Dinner time is perfect for this to hear about each others' days!**
- 2. I find batch cooking is always a big help for the week ahead, or, ordering HelloFresh - as it arrives to the door with all the ingredients and instructions for a stress-free dinner. I love doing anything that makes things easier and HelloFresh is perfect for that.**
- 3. Get some time to yourself. I try to go fishing when I can and like to go away with my friends where there are no nappies and no-one calling me dad!**

**TV personality and HelloFresh ambassador Joe Swash says:** "January's all about a fresh start, but let's be real - getting the kids back into routine means dinner time is still a bit of a circus. My advice? Don't put too much pressure on yourself. Mealtimes don't have to be perfect."

"HelloFresh takes the pressure off by having everything prepped and ready, so you can skip the grocery run and just cook a healthy, tasty meal. With everything else going on in January, keeping mealtime simple and stress-free is a total lifesaver!"

When it comes to surviving January, we've discovered that Brits fall into four distinct categories. Half (51%) are the "Fresh Starters," bursting with energy and ready to take on the new year with a bang. Then, we've got a quarter (26%) of "Scatterbrains," just trying to make it through the month without losing their minds. A cozy seventh (15%) are the "Ghosts of Christmas Past," clinging to the festive spirit and not quite ready to let go of the tinsel. And lastly, a mere handful (8%) are the "Goal Setters," already over the holiday haze and laser-focused on making this year their year. If you want to discover what January persona you fit into take the quiz [here](#).

**Mimi Morley, Senior Recipe Development Manager at HelloFresh, says:** "January is the perfect time to reset, and we know that getting back into a routine can be tough, especially when it comes to mealtimes. At HelloFresh, we've designed our recipes to take the stress out of cooking - making it easy to get a nutritious, home-cooked meal on the table without all the hassle. Our meal kits are full of fresh ingredients and simple instructions, so even on those busy evenings, families can enjoy dinner together without spending hours in the kitchen. It's all about making mealtime a little easier, so families can focus on what really matters - being together."

Ready to make mealtimes easier and stress-free this January? Sign up to HelloFresh today and discover how the UK's leading recipe kit provider can help your family get back on track with delicious, home-cooked meals - delivered straight to your door: <https://www.hellofresh.co.uk/>



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\*Source: Research of 2,003 Britons was commissioned by HelloFresh and was conducted by Perspectus Global in November 2024.

#### **Notes to Editors**

For further information, please contact the HelloFresh PR team at John Doe: [hellofresh@johndoe.com](mailto:hellofresh@johndoe.com)

#### **About HelloFresh**

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. The Company was founded in Berlin in November 2011 and operates in the UK, USA, Germany, the Netherlands, Belgium, Luxembourg, Australia, Austria, Switzerland, Canada, New Zealand, Sweden, France, Denmark, Norway, Italy, Ireland and Spain. In Q2 2024 HelloFresh Group delivered over 243 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). The HelloFresh Group has offices in London, Berlin, Saarbrücken, New York, Chicago, Boulder, Amsterdam, Sydney, Toronto, Auckland, Paris, Copenhagen, Milan, Dublin and Barcelona.