

### **HelloFresh reveals what dads *really* want this Father's Day**

- *New research commissioned by HelloFresh for Father's Day finds that over half (57%) of Brits find their dads hard to buy for*
  - *4 in 10 (46%) dads have received presents from their kids they didn't want or use*
- *The top gifts Brits are buying their dads for Father's Day this year are cards (30%), watches (21%) and meals out (21%)*
- *Yet dads are hoping for quality time with their kids (35%), a meal out (32%), a bottle of wine (28%), or a crate of beer (22%)*
- *HelloFresh has teamed up with Thornbridge and Birra Moretti to create a limited edition Father's Day menu - an ideal gift for even the most discerning of dads*

**3rd June, 2025:** Father's Day is just around the corner, but new research from HelloFresh reveals the true extent of Brits' dad-based gifting dilemmas.

The research revealed that while 72% of Brits intend to buy their dad a gift this Father's Day, over half (57)% will struggle to find the perfect present because they find their fathers difficult to buy for. As a result, 21% of those surveyed won't bother shopping for their dads at all and almost a third (30%) will settle for a card over a present.

Among those who will be treating their father figure on 15th June, watches (21%), dinner out (21%) and alcohol (wine 20%, beer 17%) top the list of the most popular gift choices this year, while cooking classes (3%), tools (4%) and bubble bath (5%) are considered to be the least popular gifts.

The research also revealed that these gifting gaffes go both ways - 46% of dads admit to receiving gifts from their kids that they didn't want or didn't use. With over a third of dads (35%) preferring quality time and a meal (32%) over material gifts, HelloFresh has launched a new Father's Day menu so Brits can give their dads a delicious meal at home this year. From Sticky Honey Indonesian Style Beef to a super quick Tomato and Chorizo spaghetti, there's a dish to suit even the most discerning of dads.

Additionally, with almost a quarter (22%) of dads keen to receive beer this year, each dish within the limited edition Father's Day menu has also been expertly paired with a lager or ale from Thornbridge according to their tasting notes.

HelloFresh and Thornbridge are giving a lucky few of those who order the new Father's Day menu the chance to win a crate of Thornbridge beers to enjoy with their meals, giving them everything they need to make Father's Day really special this year. Any other HelloFresh customers looking to purchase Thornbridge can use the code "HF20" for a bespoke 20% discount off the paired range until 30th June.

Birra Moretti is also celebrating Father's Day by offering a bespoke pairing to the HelloFresh **Chorizo and Tomato Spaghetti** with their signature Sale di Mare lager. A selection of lucky customers who order this dish will receive a complimentary beer in-box.

**Mimi Morley, Senior Recipe Development Manager at HelloFresh, says:** *"We know that Father's Day can be tricky, but our new Father's Day menu gives our customers the means to create a delicious celebratory meal with minimal fuss or waste. We also understand most dads just want the opportunity to spend time with their family and what better way to do so than over a delicious, home-cooked meal."*

**James Buchanan, General Manager for Thornbridge Brewery says:** *"While wine is more commonly paired with food, craft beer can make a delicious accompaniment to any meal. The pine and citrus notes of our West Side Glory IPA, for example, balances the richness of HelloFresh's decadent mac and cheese and helps to refresh the palate between bites. We've worked closely with HelloFresh on its Father's Day menu and hope to inspire people to opt for craft beer over wine when celebrating Father's Day this year and beyond."*

#### **The top 10 gifts dads are hoping for this Father's Day**

1. Quality time with their kids (35%)
2. A meal out (32%)
3. A bottle of wine (28%)
4. Gadgets (27%)
5. Tickets to an event or sports match (25%)
6. Chocolate (24%)
7. A crate of beer (22%)
8. A home cooked meal (22%)
9. Something sentimental (22%)
10. Sportswear (18%)

#### **The top 5 gifts to avoid buying your dad this Father's Day:**

1. Bubble bath (6%)
2. Cooking classes (6%)
3. BBQ equipment (11%)
4. Gardening tools (12%)
5. Aftershave (16%)

#### **HelloFresh x Thornbridge Father's Day Beer Pairing Menu (June 7th - June 20th 2025)**

##### **Southern Fried Style Chicken and Mac & Cheese – West Side Glory**

A meeting of two American classics. Mac and cheese, rich and decadent with oozing, golden-brown cheddar, demands a companion bold enough to hold its own at the dinner table. Enter West Side Glory; an exciting collaboration with Stone Brewing from the USA. This classic West Coast IPA delivers vibrant

notes of pine, grapefruit, and a whisper of tangerine. Its crisp, bitter finish not only balances the richness of the dish but also refreshes the palate between bites.



### **Tonkatsu Style Crispy Pork Steaks and Rice – AM:PM**

AM:PM is our Gluten Free Session IPA, and a favourite from the Thornbridge range. It uses hops from Australia, America and New Zealand which bring a zesty bite that contrasts perfectly with the richness of the pork and helps elevate the subtle flavours of the rice. There is a little sweetness from the additions of Munich and Crystal Malt which makes it robust enough to handle the richness of the dish.



### **Crispy Onion Topped BBQ Hot Dogs and Chips – Lukas**

Few pairings capture the spirit of sunny days quite like a flavoursome hot dog with a classic German-style lager. Brewed with traditional German ingredients, this crisp, light and refreshing beer delivers the authentic character you'd expect. It elevates the crunch of crispy onions and perfectly balances the savoury, saltiness of the hickory-smoked sausages.



### **Mexican Chicken Tacos – Favorito**

Favorito is a light Mexican lager, brewed with flaked maize for that extra crispy edge. A generous splash of lime brings a bold, zesty kick while a subtle touch of salt elevates the flavour. It's the perfect partner for tacos, delivering that citrusy zing that complements every bite.



### **Sticky Honey Indonesian Style Beef Rice Bowl – Jaipur**

Jaipur is the flagship beer from Thornbridge, a beautifully balanced IPA which celebrates its twentieth anniversary this month. For this dish we knew it needed something to stand tall in its pairing and Jaipur rises to the occasion. With a bold ABV, a generous burst of American hops and a subtle underlying sweetness, it complements the flavours of the dish while keeping the palate refreshed and ready for the next bite.



And some lucky customers ordering the **Chorizo and Tomato Spaghetti** this Father's Day will receive a complimentary **Birra Moretti Sale Di Mare** in their box.

### **Chorizo and Tomato Spaghetti – Birra Moretti Sale Di Mare**

Birra Moretti Sale Di Mare is brewed with the finest quality ingredients and a healthy dose of Italian passion. Unfiltered and therefore slightly hazy in colour, the extra hop aromas create a fuller taste, with herbal aromas of citrus and pine. The hint of Italian sea salt creates a refreshing beer with a smooth finish, perfect for balancing the acidity of the tomato.



**ENDS**

### **Notes to Editors:**

Research of 2,000 Brits was commissioned by Hello Fresh and was conducted by OnePoll in May 2025.

Full Ts&Cs for the competition can be found at

<https://www.hellofresh.co.uk/about/press#question-GB-Press-FAQ-2025-0>

For further information, please contact the HelloFresh PR team at John Doe:

[hellofresh@johndoehub.com](mailto:hellofresh@johndoehub.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 USA, the UK, Germany, the Netherlands, Belgium, Luxembourg, Australia, Austria, Switzerland, Canada, New Zealand, Sweden, France, Denmark, Norway, Italy, Ireland and Spain. In 2024 the HelloFresh Group delivered close to 1 billion 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 Berlin, Saarbrücken, New York, Chicago,

Boulder, London, Amsterdam, Sydney, Toronto, Auckland, Paris, Copenhagen, Milan, Dublin and Barcelona.

### HelloFresh Promotion Terms

These terms and conditions (the “**Promo Terms**”) apply to the Father’s Day Thornbridge Brewery promotion (the “**Promotion**”). By entering, all participants agree to be bound by the Promo Terms and the HelloFresh general terms for competitions at <https://www.hellofresh.co.uk/about/termsandconditions> (the “**HelloFresh Terms**”).

- 1) **Promoter:** The promoter is Grocery Delivery E-Services UK Limited, registered in England and Wales under company number 09335716 with registered office at 60 Worship Street, London, EC2A 2EZ (“**HelloFresh**” or the “**Promoter**”).
- 2) **The Prize:** There are 10 prizes available. Each prize consists of a multipack of Thornbridge Craft Beer (the “**Prize**”). The odds of winning this Prize will depend on the total number of entries.
- 3) **Prize Conditions:** The Prize does not include delivery unless otherwise stated. The Prize is non-transferable, non-refundable and HelloFresh reserves the right to substitute a prize of equal or greater value if necessary due to circumstances beyond its control. Where the Prize is provided by a third party, the Promoter accepts no responsibility for inaccuracy of any prize description, and the third party is responsible for prize fulfilment.
- 4) **Promotion Period:** The Promotion opens at 00:00 7 June 2025 and closes at 00:00 16 June 2025 (the “**Promotion Period**”).
- 5) **Eligibility:** This Promotion is open to residents of the UK, Jersey and Guernsey (excluding Scottish Highlands & Islands) who are 18 years or over at the time of entry. Employees of the Promoter, its affiliates or partners, and their immediate families or anyone professionally connected with the Promotion may not enter. A limit of one entry per person applies to this Promotion.
- 6) **How to enter:** To enter the Promotion, participants must during the Promotion Period:
  - a) Have an active HelloFresh subscription;
  - b) Complete the purchase of a non-refunded HelloFresh box; and
  - c) Purchase at least one of the Father’s Day menu items listed via website/app
- 7) **Winner Selection and Notification:** Eligible entries will be entered into a random draw conducted using a computer process promptly within 14 days after the Promotion Period. Winners will be contacted within 14 days of selection via the email address linked to their HelloFresh account (or the method used to enter). If a winner does not respond and accept within 7 working days, HelloFresh reserves the right to select an alternative winner. Where applicable, the Prize will be applied directly to the winner’s HelloFresh account.
- 8) **Publicity:** Winners may be asked to take part in reasonable publicity without further payment and HelloFresh reserves the right to publish or disclose the winner’s name, image and county for promotional or regulatory reasons. Entrants may object to the publication of their name and county by contacting [dataprotection@hellofresh.co.uk](mailto:dataprotection@hellofresh.co.uk). However, HelloFresh may still be required to disclose certain winner details to regulators, such as the ASA, on request.
- 9) **Verification:** The Promoter may verify the eligibility of entrants. The Promoter may require such information as it considers reasonably necessary for this purpose and a prize may be withheld unless and until the Promoter is satisfied with the verification.
- 10) **Disqualification:** The Promoter reserves the right to disqualify any entrant who breaches these Promo Terms, the HelloFresh Terms or any applicable law.

- 11) **Variation:** HelloFresh may cancel, amend, withdraw, terminate or temporarily suspend the Promotion in the event of any unforeseen circumstances or technical reason outside its reasonable control, with no liability to any entrants or third parties but will use all reasonable endeavours to avoid consumer disappointment.
- 12) **No Endorsement:** This Promotion is in no way sponsored, endorsed, administered by or associated with any social network or any other third party save as expressly stated otherwise.
- 13) **Data protection:** Personal data will be processed in accordance with the HelloFresh Privacy Notice (<https://www.hellofresh.co.uk/about/privacy>) for the purposes of administering the Promotion, marketing purposes, and, where applicable, coordinating prize fulfilment with any third-party suppliers.
- 14) **Governing Law and Jurisdiction:** These Promo Terms are governed the law of England and Wales and subject to the exclusive jurisdiction of the English courts.
- 15) **Contact:** For any questions about this Promotion, please contact customer services via the HelloFresh website or mobile application.