



**HELLOFRESH PROJECT GENIE  
PRESS RELEASE - NEWS STORY**

## **60 FOODS TO TRY BEFORE YOU TURN 10**

### **NEW MEALTIME INITIATIVE ENCOURAGES UK FAMILIES TO INCREASE THEIR “FOOD-PRINT”**

- *New research reveals majority of children in the UK (and many parents) have never been served foods like asparagus, pak choi, cavolo nero and figs*
- *Half of parents admit their children have a low ‘food-print’, blaming fussy eaters and lack of time as to why variety isn’t always on the menu*
- *Working with leading nutritionist Rob Hobson, HelloFresh has created the **60 foods to try before you turn 10** challenge to help encourage families to be more adventurous at dinnertime*

Figs, pak choi and asparagus are just some of the foods families in the UK are not serving up at mealtimes according to new research from HelloFresh. The UK’s leading recipe box provider has teamed up with nutritionist [Rob Hobson](#) to support families and fussy eaters by increasing their “food-print” as part of a nationwide ‘60 foods to try before you turn 10’ challenge.

Half of parents admit that they worry their child will become fussier if they continue to serve up the same foods at dinnertime, with a third saying they struggle to find inspiration to make new meals each week. The main challenges for parents trying to serve up some variety include kids who are fussy eaters (43%), meal planning exhaustion (31%) and a lack of time (29%).

Nearly half say the biggest challenge faced at dinnertime is introducing new foods and there’s a daily battle to get children to finish meals (41%) and convince them to eat healthy foods (34%). It’s not surprising then that over a third (35%) admit to hiding foods within familiar favourites to encourage more variety.

Nutritionist Rob Hobson, author of best-selling book ‘Unprocess Your Life’, has worked with HelloFresh to help families embrace more adventure at dinnertime. The **60 Foods to try before you turn 10** challenge, illustrated by Bobbie Rae, gives families a range of natural (and often ignored) foods they can work together to tick off.

Rob Hobson said: *“Getting kids to try new foods isn’t always easy, but turning it into a fun challenge is a brilliant way to get them involved. It makes food discovery exciting and gives kids a real sense of achievement when they try something new. It’s scientifically proven<sup>1</sup> that encouraging variety early on*

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<sup>1</sup> Scaglioni, S., De Cosmi, V., Ciappolino, V., Parazzini, F., Brambilla, P., & Agostoni, C. (2018). Factors Influencing Children's Eating Behaviours. *Nutrients*, 10(6), 706. <https://doi.org/10.3390/nu10060706>

*helps set us up for a more balanced diet and a love for varied, good food in the future. Plus, it's a great way to bring families together at mealtimes, which we know is never easy!"*

To help support families make their way through the challenge, the 60 foods will be showing up in new refreshed HelloFresh boxes which include at least two fruit and veg in every meal, more premium ingredients and a recyclable cool box. Customers will receive a physical chart to undertake the challenge in their meal kits this week. The interactive poster of 60 foods can then be coloured in once eaten as part of a meal helping to introduce new foods.

**Mimi Morley, Senior Recipe Development Manager at HelloFresh**, says: "We understand that getting dinner on the table can sometimes be a challenge for parents and we're here to try and help take a small bit of pressure off. Small amounts of variety each week can make a big difference in the long term and gamifying healthy eating encourages exploration, which can make food more exciting. We've refreshed our boxes to offer customers more, with an increased range of ingredients delivered each week, you can start ticking off all 60 foods."

With many parents turning to the age-old trick of telling white lies to their children like carrots will help you see in the dark (46%) and veggies will make you grow taller (42%), Rob has also shared a range of helpful tactics to help families struggling to complete the challenge over the coming months. It includes:

### **1. The 'Eat the Rainbow' challenge**

Get kids excited about healthy eating with the fun and colourful 'Eat the Rainbow' challenge! Encourage them to explore a variety of fruits and veggies throughout the week, using the HelloFresh chart to track their choices. Watch their progress come to life in a vibrant, rainbow-coloured drawing. It's an engaging and interactive way to make nutritious eating both fun and rewarding!

### **2. Mystery taste test**

Blindfold your child and give them a small bite of a fruit or vegetable to guess. Keep it fun and pressure-free. If they don't like it, that's okay! It's all about exploration.

### **3. Food explorer**

Let kids take charge of choosing their meals to get them excited about food! Use the HelloFresh app to explore different recipes together, letting them pick a meal they'd love to try. While deciding what to choose, find a new fruit or vegetable from the recipe to learn fun facts about and prepare together at dinner time. A great way to make mealtime more adventurous and hands-on!

**4. ‘Would you rather?’**

Give your kids fun choices: “Would you rather eat a carrot that gives you superhero vision or a blueberry that boosts your brain power?” This can spark curiosity and helps them associate food with positive effects.

**5. Build-your-own plate**

Lay out different healthy options (veggies, grains, proteins) and let kids assemble their own meal. When they feel in control, they’re much more likely to eat what’s on their plate.

Discover more tips from Rob and download the 60 foods to try before you turn 10 at <https://www.hellofresh.co.uk/food-box/hello-refresh> - if you’re ready for the challenge.

**ENDS**

Research of 2,000 Brits was commissioned by Hello Fresh and was conducted by Censuswide in March 2024.

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51% of parents admit their child’s core diet is made up of 10 - 15 foods. Below are the top foods UK children under 10 haven’t tried.

Food	% children under 10 who have never tried
Cavolo Nero	65%
Fennel	61%
Pak Choi	60%
Shiitake Mushroom	57%
Tofu	56%
Purple Carrot	55%
Fig	51%
Asparagus	41%

Beetroot	37%
Pomegranate	38%

### **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.

### **About Nutritionist Rob Hobson**

Rob Hobson is an award-winning registered nutritionist and sports nutritionist with a career spanning nearly two decades. A familiar face on TV and radio, Rob has appeared on Channel 4's Food Unwrapped, Lorraine, BBC One's Con or Cure, GB News, Sky News, and is the resident nutritionist on This Morning, where his expertise in nutrition is regularly featured. Rob is also the author of various bestselling books, including The Detox Kitchen Bible, The Art of Sleeping, and the Sunday Times bestsellers Unprocess Your Life and Unprocess Your Family Life, which offers practical advice for reducing ultra-processed foods and embracing healthier eating habits as a family.