

# "GENERATION AIR-FRYER"...ONE IN FIVE TEENS HAVE NEVER USED A WHISK OR A POTATO MASHER



IMAGE CREDIT: Broadcaster Vogue Williams Backs HelloFresh to Get Teens Cooking to launch new Skills recipes

## ***Broadcaster Vogue Williams Backs Campaign to Get Teens Cooking as 1 in 3 Can't Make a Dippy Egg***

New research from HelloFresh reveals a striking shift in how the next generation is approaching cooking - or not - in the kitchen.

Nicknamed "Gen Air-Fryer," today's teens are increasingly reliant on convenience foods over cooking. As a result, nearly 4 in 5 (77%) parents say they're concerned about their children's lack of cooking skills, with half of 16-18-year-olds admitting they've never used basic kitchen tools such as a rolling pin (27%), potato masher (23%), or even a whisk (19%).

Instead of preparing meals from scratch, teens are turning to quick fixes like instant noodles (55%), takeaways (49%), microwave meals (47%), and air fryer dishes (46%). The main barriers holding them back? Lack of interest (48%), confidence (35%), and time (28%).

Unsurprisingly, two-thirds (67%) of parents say they still do all the cooking for their teens, with 73% feeling they had better kitchen skills at the same age.

But it's not all doom and takeaways. Encouragingly, over half (51%) of teens say they want to improve their kitchen confidence, and nearly 4 in 5 (78%) regularly consume food content on social media. In fact, a third (33%) have hundreds of recipe videos saved on their 'For You' pages. YouTube (59%), parents (55%), and TikTok (43%) now top the list of go-to sources for culinary inspiration.

The research also revealed the skills teens want to learn in the kitchen, include:

- Making pizza dough (45%)
- Making fried chicken (31%)
- Making Yorkshire puddings from scratch (30%)
- Making homemade smash burgers (28%)
- Cooking a perfect, medium-rare steak (21%)
- Making homemade sushi (19%)
- Properly carving a chicken (19%)

Yet, as many prepare to leave home this September, 58% of teens still admit they're worried about cooking for themselves. So, to help bridge the skills gap and prepare young adults for culinary independence, HelloFresh has launched 'HelloFresh Skills' - a new series of guided recipes designed to build confidence in the kitchen. Featuring six core cooking categories - Batter, Baking, Dough, Protein, Potato, and Sauce - each recipe is rated by difficulty and designed to help families cook, learn, and eat together.

To celebrate the launch, broadcaster and home cook Vogue Williams hosted a live cooking demo of the new Skills recipe range at The Great British Food Festival, showing her support for the campaign and encouraging families to get hands-on in the kitchen.

**Media personality and broadcaster Vogue Williams said,** *"When I left home for uni, I had a limited selection of meals I'd cook for myself and didn't experiment much in the kitchen. Since then, I've built up my repertoire of go-to recipes I cook for the family, like smashed potatoes and pesto pasta, but I still think it's so important to keep learning and trying new things. That's why I'm working with HelloFresh on the launch of their new Skills recipes which have been designed to help families cook, learn and eat together, and to give people the confidence to try recipes and techniques they wouldn't ordinarily attempt. The whole family has benefitted from me sharpening my skills in the kitchen - I've made all sorts of delicious meals, from chocolate fondant to homemade sushi. Involving the kids in the prep work is a fun way to spend time together too."*



Whether it's learning to master Yorkshire puddings, shape hand-cut noodles, or make gravy from scratch, HelloFresh Skills makes advanced techniques more accessible, even for first-time cooks.

**Mimi Morley said** *"At HelloFresh we understand the benefits of home-cooked meals and want to help households create delicious, nutritional food and have fun while doing so. With 'HelloFresh Skills', we want to help teach customers even more new skills and recipes they might not ordinarily try. Make a family night of it, and get everyone involved in rustling up some delicious midweek dinners with HelloFresh, to set your kids up for their next exciting chapter."*

The HelloFresh Skills recipes are available now. Visit [www.hellofresh.co.uk](https://www.hellofresh.co.uk).

### **THINGS GEN Z HAVE NEVER DONE (ACCORDING TO THEIR PARENTS)**

Cooked a full meal	64%
Made a white sauce	54%
Cooked a homemade curry	53%
Made rice	48%
Cooked a chilli	42%
Cooked a spag bol	42%
Made an omelette	38%
Boiled an egg	36%
Made homemade smash burgers	19%
Made beans on toast	15%

### **KITCHEN EQUIPMENT GEN Z HAVE NEVER USED (ACCORDING TO THEMSELVES)**

A mandolin	58%
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A pestle and mortar	49%
A rolling pin	27%
A potato masher	23%
A potato peeler	21%
A whisk	19%
A kitchen scale	19%
A can opener	19%
A grater	17%
A measuring jug	16%

**-ENDS-**

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### **Notes to Editors**

This research of 2,000 parents to teens aged between 16 and 18 was commissioned by HelloFresh and conducted by Perspectus Global in July 2025.

### **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.