



Screen Cuisine: Brits are turning to their favourite TV shows for dinner inspiration

Research from HelloFresh UK & Paramount+ reveals 63% of us take food ideas from our favourite TV shows, more than we do from social media and magazines

- Travel (32%), Drama (30%) and Comedy (28%) top the genres giving the nation the most menu inspiration
- Over half (56%) reach for nostalgic comfort food after watching childhood favourites such as SpongeBob SquarePants
- When it comes to our fantasy dinner guest, Brits would love The Godfather's Michael Corleone over for dinner, along with SpongeBob SquarePants and Eric Cartman from South Park
- Survey celebrates HelloFresh UK and Paramount+ partnership which will see the release of an exclusive range of delicious dishes inspired by some of the nation's favourite shows

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LONDON, UK, October 2025: Millions of Brits are taking our food straight from the telly to the table, with 63% of us creating recipes inspired by our favourite shows, research from HelloFresh UK and Paramount+ has revealed.

With streaming services now a staple of British households, the data also found we rely on series and films for dinner ideas (55%) more than social media (49%) and magazines & newspapers (31%).

And when it comes to the genres driving our food cravings, almost a third (32%) of Brits say travel inspires their food choices most - closely followed by drama (30%) and comedy (28%). Scarily, and with spooky season just around the corner, 1 in 10 (11%) even said horror inspires their food choices.

To celebrate the UK's passion for home entertainment, on screen and in the kitchen, HelloFresh UK has partnered with Paramount+ to launch **'One Menu. A Mountain of Entertainment'**, a new limited-time range of over 50 series and Film-inspired meals, including a SpongeBob SquarePants Krispy Katsu Burger, a MobLand Irish beef hot pot and Mean Girls 'On Wednesdays We Wear Pink' Risotto. The perfect way to make cosy nights together even better.



Interestingly in terms of generational divides, younger Gen Zs take the most culinary inspiration from comedies (39%) and cartoons (31%), while those between 25-34, dubbed 'zillennials', pointed to reality TV (42%) as their biggest inspiration.

With cult classics like Mean Girls and SpongeBob SquarePants still proving popular, the research revealed that over half (56%) of the nation reach for nostalgic comfort food after watching childhood favourites, proving that TV doesn't just inspire what we cook, it stirs emotion too.

Psychologist Jo Hemmings teamed up with HelloFreshUK and Paramount+ to analyse these findings further, commenting: *"It's no surprise that Brits are inspired by what they watch when it comes to their food choices. Humans are wired to respond to visual cues and emotional triggers; food is more than just taste and smell, and what we yearn for in our daily dishes is intrinsically linked to what we see"*

As the leaves fall and nights roll in, the research also found over a third (39%) of Brits now prefer to stay in, cook a special meal and catch up on must-watch TV on a date with their partner, leaving a 'walk in the park' (33%), cinema dates (32%) and cafes (28%) in its wake.

With so many iconic characters on screen, the nation has picked SpongeBob SquarePants (16%) as their favourite fantasy dinner guest - beating the likes of Michael Corleone (The Godfather Trilogy) (14%) and Eric Cartman (South Park) (8%).

"It's fascinating to uncover this connection between what we eat and what we watch as a nation, with entertainment such as TV shows and films clearly sparking our curiosity in the kitchen," said **Mimi Morley from HelloFresh UK**. *"Food has always been about storytelling, every recipe carries a sense of place, mood, or moment and TV helps bring those emotions to life. That's why we're so excited to see what our customers think of the delicious menu we've cooked up in partnership with the Paramount+ team, inspired by this strong connection to deliver great taste, quality, and shared experiences at home this winter"*

"We're so excited to bring this first-of-its-kind collaboration to life in the UK. It's a fun and creative way to connect with people — pairing the stories we love with the meals we share," said **Anna Priest, Senior Vice President, Head of Paramount+ UK & Ireland**. *"Working with HelloFresh UK, we're making cosy nights in more special — a celebration of great food, great content and the joy of spending time together."*

For a limited time only customers can get 3 months of Paramount+ on HelloFresh when you pay and receive 3 HelloFresh boxes between 25/10/25 and 19/12/25. For more information, visit **[insert URL]**.



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Notes to Editor

Research Methodology:

Research conducted by Research Without Barriers (RWB) between 7th and 9th October 2025. 2,015 UK adults participated.

Press contacts:

For any enquiries, please contact hellofresh@ready10.media

Creative assets

Please find all assets here:

<https://drive.google.com/drive/folders/1RjXc0CcWQ8vSIVHXTTGjMQ6vRhVk9epG?usp=sharing>

Terms and conditions

Get 3 months of Paramount+ on HelloFresh when you pay and receive 3 HelloFresh boxes between 25/10/25 and 19/12/25. New & former Paramount+ subscribers only. Subscription to Standard Monthly Plan required. After the first 3 months, plan auto-renews at the then-current full price. Presently, £7.99/m. 1 code per customer. Redeem by 31/01/26. UK residents. 18+. Visit [this](#) link for full T&Cs

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 Q1 2025 the HelloFresh Group delivered c. 240 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 Berlin, Saarbrücken, New York, Chicago, Boulder, London, Amsterdam, Sydney, Toronto, Auckland, Paris, Copenhagen, Milan, Dublin and Barcelona

About Paramount+

Paramount+ is Paramount's global subscription video streaming service that offers a mountain of quality entertainment for audiences of all ages. Internationally, the service provides a vast library of original series, hit shows, and popular movies spanning every genre, from world-renowned brands and production studios, including SHOWTIME®, CBS, Comedy Central, MTV, Nickelodeon, Paramount Pictures, and Smithsonian Channel™, as well as a strong selection of top-tier local content. The service is currently available in the United States, Canada, the United Kingdom, Australia, Latin America, the Caribbean, Germany, Austria, France, Ireland, Italy and Switzerland. For more information about Paramount+, visit www.paramountplus.com/gb/ and follow @paramountplusuk on social media.