

YOU GETTA ROLL WITH IT: HELLOFRESH CELEBRATES OASIS RETURN TO WEMBLEY WITH FREE BREAD ROLL FOR CUSTOMERS

- HelloFresh gift customers a special Oasis-themed gift, with meal kits including a “Roll with it”
- Giveaway to mark Oasis’ upcoming gig, as they are set to play London for the first time since 2009



A courier dressed in the style of Oasis delivers free bread rolls to HelloFresh customers in Wembley in collaboration with local bakery Bake + Brew, in a stunt inspired by the Oasis hit song 'Roll With It' ahead of their concert at Wembley Stadium on July 25, London. Issue date: Wednesday, July 23, 2025. Jack Hall/PA Media Assignments

July 2025, London: Hello, Hello (Fresh)! To mark Oasis’ return to the nation’s capital, mealkit company HelloFresh is providing customers with a special treat – their mealkit box is being delivered with a free *roll with it* – literally.

Inspired by the iconic Oasis song of the same name, the baked bread roll will resemble that of a certain iconic tune, providing Wembley-based fans an alternative edible piece of memorabilia for the reunion that’s captured the attention of the world.



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The giveaway, running in collaboration with Wembley-based bakery Bake + Brew, aims to celebrate the band with local superfans, with every HelloFresh customer in the HA9 and HA0 postcodes qualifying for one of the limited-edition 80g vegan brioche buns.

Running during Oasis' London dates starting this week, local customers simply need to bring the leaflet found in this week's HelloFresh delivery box to the bakery, and exchange for a completely free bread roll.



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Philip Doran, CEO of HelloFresh, says: “The country has officially got Oasis fever, so it only felt right to mark the brother’s return to London by gifting everyone in Wembley a free *roll with it*. We didn't want to Look Back in Anger and Bake + Brew have assured us they Definitely Maybe have plenty of the rolls to go around. Whether you’ve been lucky enough to get a ticket for the gig or just happen to be living locally, we want everyone to be eating like a Rock’N’Roll Star this week.”

- ENDS -

Notes to editors:

For more information or further imagery, please contact rollwithit@ready10.media

Bread rolls provided by Bake + Brew (The Kiosk, Brent Civic Centre, Engineers Way, Wembley Park, Wembley HA9 0FJ)

T&Cs for Redemption

- 1 x bread roll per household upon presentation of original leaflet during opening hours at Bake + Brew, Wembley between 24/7 - 31/7. Subject to availability, while stocks last. Offer has no cash value. HelloFresh may amend or withdraw the promotion without notice. This promotion is not affiliated with or endorsed by Oasis or its members.

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.