



Let's Get Around the Vege-Table: HelloFresh Debuts Playful Kitchen Orchestra with the London Vegetable Orchestra and La Voix to Tackle Late, Separate Dinners



- *HelloFresh has joined forces with The London Vegetable Orchestra and La Voix to launch the “HelloFresh Kitchen Orchestra,” performing an original jingle aimed at inspiring people to return home in time for dinner.*
- *Using carrots, potatoes, suedes, butternut squash, and various kitchen utensils as instruments, the performance serves as a rallying cry for commuters to make it home for the evening meal.*
- *HelloFresh research highlights that almost half of people (45%) feel they now eat together less often than they did a decade ago*

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6th JANUARY 2026, LONDON UK: Last night, leading meal kit brand HelloFresh teamed up with The London Vegetable Orchestra and Strictly Come Dancing star and singer, La Voix, to create the "HelloFresh Kitchen Orchestra", playing a brand-new jingle designed as a rallying cry to encourage people to get home in time for dinner.

Performed entirely with kitchen utensils and 'home grown' instruments including carrots, butternut squashes and potatoes, the jingle debuted at 5pm last night on London's busy South Bank.

With new research revealing almost half of us (45%) feel we are eating together less often than ten years ago, the HelloFresh Kitchen Orchestra used saucepans, cheese graters, can openers and whisks to capture the attention of commuters - signalling home time and, more importantly, dinner time together.

La Voix said: *"Food, music and family are three of life's greatest joys, and this project brings them together in the most wonderfully bonkers way. I loved being part of the HelloFresh Kitchen Orchestra - if someone playing a carrot and banging a saucepan can help get families back round the table, then I'm all for it."*

The London Vegetable Orchestra said: *"We've always believed that music can be made from absolutely anything, and the kitchen is one of the most creative spaces of all. Collaborating with La Voix on the HelloFresh Kitchen Orchestra was a brilliant way to turn everyday cooking sounds into something joyful and attention-grabbing, while shining a light on how important shared mealtimes are."*

The performance comes as new research from HelloFresh reveals how modern life is quietly reshaping the nation's evening mealtime habits, with busy schedules and competing demands pushing dinner further into the evening, and with many families eating separately.

According to a nationwide poll, more than a third (35%) dinnertime has shifted later into the evening, with work commitments and family members returning home at different times being the biggest barriers to eating together with the people you live with on a weeknight.

While the research found the "perfect" time to sit down for dinner is 6:28pm, less than half of us (40%) achieve this, with families on average now sharing just four evening meals together during the week.

When dinner does happen, it is a fast affair. Meals take just 34 minutes to prepare, with nearly a quarter of people (23%) prioritising speed above all else. For many, the pressure of fitting cooking and eating into a busy weeknight brings stress rather than enjoyment - something a third of people (31%) admit they feel regularly.

Yet despite these shifts, the value of shared meals hasn't disappeared. Nearly half of us (47%) believe eating together helps build stronger relationships and bonds, while 39% say meals are more enjoyable and feel less routine when there's someone to talk to across the table. In fact, an overwhelming 84% agree that eating together, whether with family, friends or flatmates, is still important.



Reflecting on the findings, **Mimi Morley, Senior Recipe Development Manager at HelloFresh commented:** "Our research has shown that although mealtimes are getting later and more stressful, we are all desperate to find quality time to sit down and eat together. This is why we created the HelloFresh Kitchen Orchestra, and the hope is that our playful jingle can serve as a musical nudge for Brits to prioritise dinnertime and the benefits of eating together this new year, even on the busiest days!"

Modern life may be changing when and how we eat, but the desire to come together over food hasn't gone anywhere - it just needs a reminder. With 36% of parents saying meal planning helps them eat earlier and together, HelloFresh makes it simple to pull up a chair and enjoy dinner as a family. To order your meal kit today, please visit hellofresh.co.uk.

- ENDS -

Notes to editors

For more information, contact hellofresh@ready10.media

Research Methodology

The research was conducted by OnePoll, of 2,000 UK adults and between the dates of 11th and 15th December 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 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.