



HelloFresh launches immersive family food experience at the Natural History Museum

An interactive installation inviting families to discover how dinner gets to the table

- Families can explore an immersive farm environment inside the Natural History Museum, harvesting ingredients and uncovering the stories of where they come from
- An interactive table will guide families through virtually cooking a recipe together - one ingredient at a time - revealing how dinner comes together
- Fully accessible and free to visit, the experience runs from 27 July to 30 August 2026



[Artist's impression created via Adobe Firefly - for illustrative purposes only. Final installation may differ.]

London, July 2026 – HelloFresh, the world's leading meal kit company*, is at the Natural History Museum this summer with a hands-on family experience that reconnects people with where their food actually comes from.

Running from 27 July to 30 August 2026, *The Curious Kitchen* will transform a dedicated space in the Natural History Museum into a farm-inspired environment, where visitors can harvest ingredients in a digital environment to see how dinner comes together.



The experience forms part of HelloFresh's wider *Bring Back Dinnertime* campaign, which aims to help families reconnect through food, spend more quality time with one another, and build a deeper appreciation for the ingredients they cook with.

Visitors will choose from four HelloFresh recipes during the experience, collecting ingredients in a virtual space before gathering around an interactive dining table to 'cook' a HelloFresh recipe.

The experience has been developed in response to growing concerns around the understanding children have of food. Alongside the experience, HelloFresh will unveil new research exploring the gap between what parents believe children know about where food comes from and what children actually understand about how food is grown and produced.

Philip Doran, CEO of HelloFresh UK & Ireland, said: *"At HelloFresh, we believe that understanding where our food comes from is just as important as what's on the plate. With The Curious Kitchen, we wanted to create something that is a genuinely hands-on experience where families can connect with the journey of their food together. Bringing this experience to the Natural History Museum felt like the perfect fit, giving us the chance to bring dinnertime to life in one of the most inspiring settings in the country, and to help spark a lifelong curiosity about food in the next generation."*

Adam Farrar, Director of Commercial and Visitor Experience at the Natural History Museum said: *"We're delighted to welcome HelloFresh to the Museum this summer with The Curious Kitchen. Their free and inspiring installation explores where food comes from and celebrates the importance of family mealtimes, offering visitors a hands-on way to experience the Museum, create lasting memories, and make the most of their summer holiday visit, while supporting the Museum's mission to create advocates for the planet."*

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NOTES TO EDITORS

Press Contact

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Event info

- **Event:** The Curious Kitchen - HelloFresh at the Natural History Museum
- **Dates:** 27 July - 30 August 2026
- **Location:** Ground Floor, Natural History Museum, Cromwell Road, London SW7 5BD
- **Opening Times:** 10:00-17:50 (last entry is at 17:30)
- Free with museum entry
- **Suitable for:** All ages | Fully wheelchair and pushchair accessible

About HelloFresh

The HelloFresh Group is a global digital-native FMCG company 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 and Ireland. HelloFresh SE went public on the Frankfurt Stock Exchange in November 2017 and is currently traded on the SDAX (Small-Cap German Stock Market Index). The HelloFresh Group has offices in Berlin, Saarbrücken, New York, Chicago, Boulder, London, Amsterdam, Sydney, Toronto, Auckland, Paris, Copenhagen, Dublin, Wrocław and Warsaw.

****HelloFresh is defined as the world's leading meal kit provider based on revenue and customer base. Source: Statista, HelloFresh Company Report, 2024.**

About the Natural History Museum

The Natural History Museum is a world-leading scientific research centre and the UK's number one visitor attraction.

We welcome more than 7 million people to our blockbuster exhibitions, galleries and gardens and our 350 scientists are finding solutions to the planetary emergency - from reversing biodiversity loss to resourcing the green economy.

With over 80 million specimens, spanning 4.5 billion years, the breadth and depth of the Museum's collection make it the most important of its kind in the world.

Through our NHM150 campaign, we are raising an additional £150 million to transform our iconic building and meet our mission of creating over 100 million advocates for the planet by 2031 – the Museum's 150th anniversary.