

HelloFresh 'brings back dinnertime' with immersive Waterloo Station pop-up

London, 20 January 2026 – HelloFresh UK (“HelloFresh”), the UK’s leading recipe box provider, is kicking off 2026 by unveiling a giant, custom-built HelloFresh box installation at Waterloo Station, designed to ‘Bring Back Dinnertime’.

From 20-22 January, commuters passing through the station’s main concourse will be able to step inside a life-sized HelloFresh delivery box, transformed into a fully functioning family kitchen.

From 5pm each evening, a family will be inside the box cooking dinner, offering passers-by a window into what real dinnertime looks like - from preparation through to sitting down together.

The installation will open with a live performance from the London Vegetable Orchestra (LVO) at 5pm on 20 January to the sound of a brand-new dinnertime jingle, marking the moment many households aim to sit down together for dinner.

The first family joining the Box will be the [Pelo family](#), who have regularly partnered with HelloFresh to promote delicious midweek dinners for all the family to enjoy.

The immersive experience is designed to encourage people to switch off from the working day, clock off on time and reconnect over an evening meal. Alongside the live experience, HelloFresh will give away 9,000 miniature HelloFresh boxes over the three days. Each includes a custom dinnertime bell and recipe cards highlighting the brand’s latest menu improvements, encouraging commuters to recreate the moment at home.

Johanna Gerhold, Brand and Comms Director at HelloFresh UK, said: “Dinnertime has become one of the first things to be squeezed when life gets busy. With ‘Bring Back Dinnertime’, we wanted to create a moment that physically stops people in their tracks and reminds them why having a shared evening meal matters.

“Putting a real family kitchen inside a HelloFresh box at the heart of Waterloo Station, we’re showing that dinnertime doesn’t need to be perfect or complicated - it just needs a little space and intention.”

The experience has been created and designed in collaboration with HelloFresh’s media agency, Initiative, and their specialist experiential OOH division, Rapport IMPACT. Thom Rapley, Head of Impact Media, said, *“As we move into 2026, we’re seeing a real shift back towards meaningful, IRL experiences. This activation pushes the boundaries of technology and high-end scenic production, while staying rooted in something deeply human. By blending immersive design with live performance, we’ve created a moment that brings people together - reflecting HelloFresh’s passion for protecting and celebrating dinnertime.”*

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About HelloFresh

The HelloFresh Group is a global digital-native CPG company and the UK's leading recipe 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 Q3 2025, the HelloFresh Group delivered 202.6 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 Initiative

Initiative unlocks business growth for the world's most ambitious brands. We believe in the power of media to reshape our industry and orchestrate a brand's entire consumer experience, by balancing both what unites people and what makes them different. When brands unite people in culture, they build Fame, and when brands connect individuals to their unique journeys, they build customer Flow. Initiative builds Fame & Flow for brands like Nike, Volvo, Amazon, Constellation Brands, Merck, Anthropoc, Paramount, and T-Mobile. Media responsibility is at the forefront of everything we do, whether it's creating media plans that reflect the diversity of our communities, promote brand safety, and foster sustainability. As a leading global media agency part of Omnicom Media, we celebrate diversity in an inclusive environment where all of our 10,000+ strong talent across 90+ markets feel seen, heard, and valued. Our vision is to create not only a better media company, but also a better media industry, and maybe even a better world.

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Paid media, Production & Creative Credits

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