



## **HelloFresh and Scouts Unite to Equip 450,000 Young People With Essential Cooking Skills**

**London, UK, 8th December 2025:** HelloFresh, the world's leading meal kit provider, has today announced a new nationwide partnership with Scouts, supporting the organisation's Chef Badge to help young people build lifelong cooking skills, understand good nutrition, and gain confidence in the kitchen.

The collaboration brings HelloFresh's expertise in home cooking to more than 450,000 young people across the UK, alongside 150,000 volunteers who deliver activities through 7,000 local Scout groups. Together, HelloFresh and Scouts will empower young people aged 4–25 to follow recipes independently, develop practical kitchen skills and learn to nourish themselves for life.

As the official sponsor of the Chef Badge, HelloFresh will help expand the programme, supporting Scouts as they explore everything from meal prep and food safety to understanding balanced nutrition and reducing waste. Young people will be able to take part in hands-on cooking activities, from kitchen investigations to simple, nutritious recipes inspired by HelloFresh's most popular dishes.

The partnership also reinforces shared values around thoughtful food choices and sustainability. HelloFresh's focus on reducing food waste, championing scratch cooking and making fresh meals accessible aligns closely with the Scouts' mission to empower young people to contribute positively to society.

**Phillip Doran, CEO at HelloFresh UK & Ireland, said,** "Cooking is one of the most valuable life skills a young person can learn. By partnering with Scouts, we're helping hundreds of thousands of young people gain confidence in the kitchen, understand good nutrition, and discover that preparing food from scratch can be fun, achievable and rewarding. We're proud to support the Chef Badge and play a role in setting young people up with skills they'll carry throughout their lives."

**XX, Scouts, said:** "Scouts help young people develop skills for life, and cooking is a perfect example of that. Our new partnership with HelloFresh will give Scouts across the UK the chance to learn practical kitchen skills, explore healthy eating and cook for themselves with confidence. We're excited to work together to inspire the next generation of home cooks."

The collaboration complements HelloFresh's wider commitment to supporting communities and championing access to good food. Alongside its work with The Felix Project and other charitable partners, the company continues to help reduce food waste and make fresh, nutritious meals more accessible for families across the UK.

The new activities will be rolled out nationally, with groups able to explore a wide range of cooking challenges, from kitchen detective tasks to simple, flavour-packed recipes such as



tacos, noodle bowls and fresh burgers, all designed to help young people engage with cooking in a fun, hands-on way.

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**About Scouts**

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**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.