

## A recipe for culinary success: Amazon Prime members now get free delivery on all HelloFresh orders

29/01/2024



*From today, Prime members get access to free delivery on HelloFresh recipe boxes, bringing fresh ingredients and foodie inspiration into homes for less this year*

*According to new research, the UK is in culinary 'Groundhog Day' with one in three cooking the same 'comfort food' meals twice a week and over two thirds looking to branch out and improve their cookery skills in 2024*

*The HelloFresh offer is just one of the ways Prime provides great value year-round - anyone can join or start a 30-day free trial at [amazon.co.uk/prime](https://amazon.co.uk/prime)*

**London – 08.00am GMT, 29th January 2024 – Amazon and HelloFresh**, the UK's number one recipe box delivery service, have today announced the launch of a new exclusive offer giving food loving Prime members in the UK access to inspirational recipes and fresh ingredients with no delivery charge for a whole year. The offer is available for both new and existing HelloFresh customers, making now the perfect time for Prime members to refresh their recipe repertoires.

The announcement follows new research which reveals two thirds (69%) of Brits are looking to improve their cookery skills in 2024. While the majority (63%), feel inspired to cook their own meals from scratch, one in three are currently cooking the same meal twice a week, with over 50% admitting to cooking the same meals on a weekly rotation. Classic comfort foods including spaghetti Bolognese (61%), roast with vegetables (51%) and bangers and mash (37%) top the list of meals cooked on repeat, with the biggest barriers to branching out including the cost of buying all the individual ingredients (45%), not having the right ingredients at home (41%), and being time-poor (34%).

Respondents are aiming high for 2024 though, with Korean style BBQ beef, a Hello Fresh favourite, topping the list of meals Brits are looking to master this year, followed closely by roasted duck breast.

"We're always looking for ways to provide more value to our Prime members, and our new offer with HelloFresh will help customers save even more throughout the year," said John Boumphrey, UK Country Manager at Amazon. "Prime members already have access to a wide selection of great value groceries through Amazon, and now have an opportunity to get free delivery on a range of recipe boxes."

Adam Park, UK CEO at HelloFresh added, "We are very pleased to launch this exclusive offer with Amazon Prime and make it easier for Prime members to enjoy HelloFresh meals at incredible value, now with free delivery for a whole year. For anyone looking for inspiration for healthier, more convenient, and delicious meals for themselves and their families, there's never been a better time to take a fresh approach in the kitchen"

Prime members looking to mix up their meals in 2024 can head to [www.amazon.co.uk/hellofresh](https://www.amazon.co.uk/hellofresh) for more information, full Terms and Conditions and to redeem their free shipping.

### **More Opportunities to join Prime**

The offer is just one of the ways Prime provides great value year-round, including a range of fast, convenient delivery options, unlimited access to

award-winning movies and TV shows with Prime Video, over 100 million songs in shuffle mode, All-Access playlists, plus top podcasts available ad free with Amazon Music, Prime Gaming benefits, more than 1,000 books and magazines with Prime Reading, unlimited photo storage with Amazon Photos, one free pre-released book a month with Amazon First Reads, and incredible savings with Prime Day and Prime Big Deal Days.

Anyone can join Prime or start a 30-day free trial at [amazon.co.uk/prime](https://amazon.co.uk/prime) to take advantage of the deal, as well as all the many other benefits included in the program:

- Amazon Prime membership is just £8.99 per month or £95 per year.
- Prime Student members can also take advantage of the deal as part of their membership, which is only £4.49 per month. Those studying can sign up for a 6-month trial of Prime Student at [co.uk/joinstudent](https://co.uk/joinstudent).

## ENDS

For further information please contact:

Amazon UK Press Office: [pressoffice@amazon.co.uk](mailto:pressoffice@amazon.co.uk)

For press imagery please visit: [amazon.co.uk/pr](https://amazon.co.uk/pr)

## Notes to Editors

### About Prime

Prime members in the UK receive unlimited One-Day Delivery on millions of items across all categories. Same-Day Delivery is available on more than a million items in Greater London, Edinburgh, Glasgow, Birmingham, Bristol, Manchester, Leeds, Liverpool, and more (minimum order values apply). Prime members can also complete their full grocery shop, and choose from thousands of fresh grocery products, famous brands and household essentials at great prices with two-hour delivery windows from Amazon Fresh and Morrisons, Co-op and Iceland on Amazon (minimum order values apply). Prime members enjoy unlimited free delivery on their favourite restaurants when they spend £25 or more with 1-year free Deliveroo Plus. University students and apprentices can enjoy the benefits of Prime, including exclusive student discounts, by joining Prime Student – with a six-month trial and then 50% off Prime after that at [amazon.co.uk/joinstudent](https://amazon.co.uk/joinstudent) in association with Microsoft Surface. Check if you're eligible for a free trial of Prime at [amazon.co.uk/prime](https://amazon.co.uk/prime). New members can try Prime for 30 days for free. Prime membership auto-renews and costs £95.00 a year or £8.99 a month.

### About Amazon

Amazon is guided by four principles: customer obsession rather than competitor focus, passion for invention, commitment to operational excellence, and long-term thinking. Amazon strives to be Earth's Most Customer-Centric Company, Earth's Best Employer, and Earth's Safest Place to Work. Customer reviews, 1-Click shopping, personalised recommendations, Prime, Fulfilment by Amazon, AWS, Kindle Direct Publishing, Kindle, Career Choice, Fire tablets, Fire TV, Amazon Echo, Alexa, Just Walk Out technology, Amazon Studios, and The Climate Pledge are some of the things pioneered by Amazon. For more information, visit [amazon.co.uk/about](https://amazon.co.uk/about) and follow @AmazonNewsUK.

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**HelloFresh SE** is a global food solutions group and the world's leading meal kit company. **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 UK, the USA, Germany, the Netherlands, Belgium, Luxembourg, Australia, Austria, Switzerland, Canada, New Zealand, Sweden, France, Denmark, Norway, Italy, Ireland and Spain. In Q3 2023 HelloFresh delivered over 236 million meals and reached 7.1 million active customers. 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 London, Berlin, Saarbrücken, New York, Chicago, Boulder, Amsterdam, Sydney, Toronto, Auckland, Paris, Copenhagen, Milan, Dublin and Barcelona.

[www.hellofresh.co.uk](https://www.hellofresh.co.uk)

The research, conducted by 3Gem in January 2024 includes a sample of 2000 people from across the UK.

## Amazon Prime x Hello Fresh

### Research questions, Dec 2023

1. How often do you cook your own meals at home?
  1. Less than once a week
  2. Once a week
  3. Two – three times a week
  4. Four – five times a week
  5. Most nights
  6. Every night

2. Ideally, how often would you like to cook your own meals at home?

1. Less than once a week
2. Once a week
3. Two – three times a week
4. Four – five times a week
5. Most nights
6. Every night

3. How many meals can you cook from scratch?

1. None
2. 1-2
3. 3-4
4. 5-6
5. 7-8
6. 9-10
7. More than 10

4. Ideally, how many meals would you like to be able to cook from scratch?

1. None
2. 1-2
3. 3-4
4. 5-6
5. 7-8
6. 9-10
7. More than 10

5. How many times a week on average would you repeat the same recipe?

1. Every night
2. 5 or more times
3. 4 times
4. 3 times
5. Twice
6. Once

6. How many times in an average month would you repeat the same recipe?

1. Never
2. Twice
3. Three times
4. Four times
5. Five times
6. Six times or more

7. Do you usually cook the same meals every week?

1. Yes
2. No

8. How inspired do you feel to cook your own meals from scratch?

1. Very inspired
2. Somewhat inspired
3. Neither inspired nor uninspired
4. Uninspired
5. Very uninspired

9. How do you feel about the meals you cook at home? (Choose all that apply)

1. Excited
2. Enthusiastic
3. Bored
4. Underwhelmed

10. When it comes to cooking your own meals, what do you find yourself cooking the most often (choose your top 3)

1. Classic Caesar salad
2. Poached egg and avocado
3. Beans on toast
4. Cottage pie
5. Spaghetti bolognese
6. Bangers and mash
7. Thai Green Veggie Curry
8. Korean style BBQ beef with veggie stir fry
9. Indian style cauliflower and lentil Dahl
10. Teriyaki pork stir-fry
11. Roast with vegetables
12. Pan-fried sea bass with salad
13. Steak and chips

11. When it comes to cooking your own meals, what do you find is the hardest to cook? (choose your top 3)

1. Classic Caesar salad
2. Poached egg and avocado
3. Roasted duck breast with red currant jus
4. Cottage pie
5. Spaghetti bolognese
6. Thai Green Veggie Curry
7. Cheesy bacon and egg naan-wich
8. Korean style BBQ beef with veggie stir fry
9. Indian style cauliflower and lentil Dahl
10. Veggie laksa soup
11. Chicken and sweetcorn stew
12. Teriyaki pork stir-fry
13. Roast with vegetables
14. Pan-fried sea bass with salad
15. Steak and chips
16. Lamb and aubergine moussaka
17. Sweet chilli tofu and roasted pepper burger
18. Mexican style pilaf
19. Rosemary lamb and mushroom rigatoni
20. Pork meatballs in creamy chive sauce

12. When it comes to cooking, what meals would you most like to be able to cook? (choose your top 3)

1. Classic Caesar salad
2. Poached egg and avocado
3. Roasted duck breast with red currant jus
4. Cottage pie
5. Spaghetti bolognese
6. Thai Green Veggie Curry
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13. Thinking about why you don't cook, what are the biggest barriers?

1. Having the time before or after work
2. Not having the ingredients at home that I need
3. The cost of buying all the individual ingredients
4. Food wastage when buying ingredients only useful for one off meals
5. Not being inspired
6. Not being able to cook the meals I like to eat

14. When thinking about your weekly shop, how much food do you feel is wasted each week?

1. None
2. Less than half
3. Half
4. More than half

15. How much do you think food waste costs you each week?

1. £0 - £5
2. £6 - £10
3. £11 - £15
4. £16 - £20
5. £21 – £25
6. £26 - £30
7. £31 - £35
8. £36 - £40
9. £41 - £45
10. £46 - £50
11. More than £50

16. Are you looking to improve your cooking in 2024?

1. Yes definitely
2. Yes, a little
3. Maybe
4. Not really
5. Not at all

17. Which bucket list dishes do you think all Brits should have in their repertoire by the age of 25? (choose your top 3)

1. Classic Caesar salad
2. Poached egg and avocado
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11. Roast with vegetables
12. Pan-fried sea bass with salad
13. Steak and chips

18. Would you like to improve your cookery skills this year?

1. Yes
2. No

19. Thinking about 2024, which skills would you like to get better at? (choose your top 3)

1. Cooking
2. Planning ahead
3. Communicating
4. Painting
5. Running
6. Photography
7. Swimming
8. Public speaking