



July 10, 2023

VIA EMAIL

Matthew Lashof-Sullivan
Assistant Attorney General
Consumer Protection Division
Office of the MA Attorney General
One Ashburton Place, 18th Floor
Boston, MA 02108
matthew.lashof-sullivan@state.ma.us

Re: HelloFresh's Deceptive Advertising and Illegal Business Practices

Dear Mr. Lashof-Sullivan:

A recent Truth in Advertising, Inc. ("TINA.org") investigation into HelloFresh SE, a publicly traded meal-kit company based in Germany and the largest meal-kit provider in the United States,¹ revealed that the company is engaged in deceptive and illegal business practices, in violation of the Restore Online Shoppers Confidence Act (ROSCA)² and Massachusetts state law.³

TINA.org previously filed complaints regarding HelloFresh's marketing and business practices with the Federal Trade Commission,⁴ as well as with Connecticut state regulators,⁵ but we bring this matter to your attention as well because more than a dozen complaints have been filed about the company with the Massachusetts Attorney General's Consumer Advocacy and Response Division,⁶ indicating that HelloFresh's marketing and business practices are harming consumers within the state of Massachusetts.

Details regarding TINA.org's investigation and HelloFresh's illegal practices are available at <https://truthinadvertising.org/brands/hellofresh/>.

TINA.org urges your office to open an investigation into HelloFresh and take appropriate enforcement action.

If you have any questions, please do not hesitate to contact us.

Sincerely,

A handwritten signature in blue ink that reads 'L. Smith'.

Laura Smith, Esq.
Legal Director
Truth in Advertising, Inc.

A handwritten signature in blue ink that reads 'B. Patten'.

Bonnie Patten, Esq.
Executive Director
Truth in Advertising, Inc.

¹ HelloFresh also owns meal kit delivery service brands Green Chef, Every Plate, Chef's Plate, Factor, and Youfoodz. *See* HelloFresh Group, About Us, <https://www.hellofreshgroup.com/en/>.

² 15 U.S.C. §§ 8401-8405.

³ Massachusetts Consumer Protection Act, M.G.L. c. 93A.

⁴ TINA.org's June 22, 2022 Complaint to the FTC regarding HelloFresh, https://truthinadvertising.org/wp-content/uploads/2022/06/6_22_22-TINA-complaint-to-FTC-re-HelloFresh.pdf.

⁵ TINA.org's June 22, 2022 Complaint to the Connecticut Department of Consumer Protection regarding HelloFresh, https://truthinadvertising.org/wp-content/uploads/2022/06/6_22_22-TINA-complaint-to-CT-DCP-re-HelloFresh.pdf.

⁶ List of complaints received by the Attorney General's Consumer Advocacy and Response Division, <https://www.mass.gov/service-details/list-of-complaints-received-by-the-attorney-generals-consumer-advocacy-and-response-division>; AGO CARD – Complaint Data, <https://massago.hylandcloud.com/203dashboards/Viewer.aspx>.