



**GET MORE
WITHOUT THE STORE**

21 FREE MEALS
PLUS FREE SHIPPING
+ 3 SURPRISE GIFTS

GET STARTED

Take control of your budget in the new year with HelloFresh. Count on us to deliver **high-quality ingredients** and **fresh produce** at a great value week after week.



**HELLOFRESH IS CHEAPER
THAN GROCERIES**

- Affordable Meat & Fish Options
- No Hidden Fees
- Buy Portions, Not Packages

**FIGHT BACK AGAINST
RISING FOOD PRICES!**

21 FREE MEALS
PLUS FREE SHIPPING
+ 3 SURPRISE GIFTS

GET STARTED

USE PROMO CODE SK-M5WZZ AT CHECKOUT

Download our app



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ENJOY
21 FREE MEALS
PLUS FREE SHIPPING
+ 3 SURPRISE GIFTS

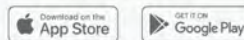
GET STARTED



This holiday season, treat yourself to the gift of delicious, homemade meals courtesy of HelloFresh.

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Seasons Greetings from HelloFresh

You've made this year truly memorable.
So, in the spirit of the season, we wanted
to say "thank you" by helping you fill your
holidays with memorable meals.

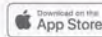


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21 FREE MEALS
PLUS FREE SHIPPING
+ 3 SURPRISE GIFTS

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GET
21 FREE MEALS
 PLUS FREE SHIPPING
 + 3 SURPRISE GIFTS

GET STARTED

**FULL HOUSE
 FULL STOMACHS
 FULLY HAPPY**

Put down that long, long grocery list and avoid even more shopping.

With 35+ recipes and 70+ seasonal and convenience items every week, we've got something for everyone.



VEG OUT WITH YOUR VEGAN COUSIN
CRUNCHY CURRIED CHICKPEA BOWLS



FIRE IT UP WITH YOUR FRIENDS
FIRECRACKER MEATBALLS



UPDATE THE CLASSICS WITH GRANDMA
HOMESTYLE TURKEY & BISCUIT POT PIE



SEA WHAT'S UP WITH SIBLINGS
HONEY DIJON SALMON

No matter what your holiday plans are, you can make them easier (and cheaper) when you get started with HelloFresh.

GET
21 FREE MEALS
 PLUS FREE SHIPPING
 + 3 SURPRISE GIFTS

GET STARTED

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HURRY! LIMITED TIME OFFER

NEW YEAR SALE

22 FREE MEALS
& FREE SHIPPING
+ 3 SURPRISE GIFTS

GET STARTED



Get farm-fresh ingredients and
chef-curated recipes, and save big
before 2023 even starts!

GET STARTED

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22 FREE MEALS & FREE SHIPPING + 3 SURPRISE GIFTS

GET STARTED

NEW YEAR SALE IS ON!



**HURRY!
LIMITED
TIME
OFFER**

Start off 2023 with
**CHEF-CURATED MEALS DELIVERED RIGHT
TO YOUR FRONT DOOR.**

With **35+ RECIPES AND
70+ CONVENIENCE ITEMS EVERY WEEK,**
every meal will be a celebration.

**22 FREE MEALS
& FREE SHIPPING
+ 3 SURPRISE GIFTS**

GET STARTED

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NEW YEAR FLASH SALE

SAVE ON YOUR RESOLUTIONS

22 FREE MEALS
& FREE SHIPPING
+ 3 SURPRISE GIFTS

GET STARTED



LOOKING TO SAVE MONEY IN 2023?

You've come to the right email.
HelloFresh is cheaper than:



GROCERY STORE SHOPPING

- Pre-portioned ingredients mean you won't waste money or food.
- Plus, you'll save time by getting it all delivered right to you.



TAKEOUT AND DINING OUT

- We're 25% cheaper than takeout and 70% cheaper than dining out!
- 30+ of our meals are faster than delivery so you can enjoy them sooner.

22 FREE MEALS
& FREE SHIPPING
+ 3 SURPRISE GIFTS

GET STARTED

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NEW YEAR FLASH SALE
HURRY! LIMITED TIME OFFER

22 FREE MEALS
& FREE SHIPPING
+ 3 SURPRISE GIFTS

GET STARTED



Maybe you've set a resolution to eat better. Or maybe you've been eating well for years. Either way, we've got you covered!

1

Swap sides and proteins to fit your lifestyle.

2

Veggie, Pescatarian, Calorie-Smart, Carb-Smart, Mediterranean, and High-Protein options.

3

Savor your faves for breakfast, lunch, or dinner.

See how we've made eating well more delicious than ever.

22 FREE MEALS
& FREE SHIPPING
+ 3 SURPRISE GIFTS

GET STARTED

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22 FREE MEALS
& FREE SHIPPING + 3 SURPRISE GIFTS

NEW YEAR SALE
FINAL HOURS!

GET STARTED



DON'T MISS OUT!

Hurry! It's your last chance to save big on farm-fresh ingredients and chef-curated recipes.

Eat well in 2023 with America's #1 Meal Kit.

22 FREE MEALS
& FREE SHIPPING
+ 3 SURPRISE GIFTS

GET STARTED

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NEW YEAR SALE EXTENDED!

**22 FREE MEALS
& FREE SHIPPING
+ 3 SURPRISE GIFTS**

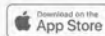
GET STARTED

**ONLY ONE
MORE
DAY!**



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22 Free Meals

& free shipping + 3 surprise gifts

GET STARTED

TAKE BACK TIME (AND \$\$\$) THIS NEW YEAR



Delish Dinners for Less

It's 2023—nobody's got time for grocery lists & expensive store trips. Let us do the work and deliver everything you need to cook delish, chef-crafted dinners for less right to your door.



Cook more meals at home



Spend less on groceries



Order less takeout



Improve cooking skills

Eat Well and Save

22 Free Meals

& Free Shipping + 3 Surprise Gifts

GET STARTED

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Good-For-You Tastes So Good

GET STARTED

22
FREE
MEALS

& FREE
SHIPPING
+ 3 SURPRISE
GIFTS



Savor warm comfort dishes and stay true to your resolutions with **35+ weekly menu options** tailored to a range of dietary preferences.

Choose options like **Carb Smart, Calorie Smart, Mediterranean, Vegan + Veggie**, and more.

Fill up with:

Harissa Sweet
Potato Wraps



Cozy, Fit—and Fresh

22 Free Meals

& Free Shipping + 3 Surprise Gifts

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FLASH SALE - 2 DAYS ONLY!

**FREE!
FREE!
FREE!**

25 FREE MEALS
PLUS FREE SHIPPING
+ 3 SURPRISE GIFTS



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Sale. Ends. Today. 25 FREE MEALS.

HelloFresh <hello@g.hellofresh.com>
Reply-To: HelloFresh <reply-fec31175766c027c-14621_HTML-426889205-510000970-66537@link.hellofresh.com>

Mon, Jan 9, 2023 at 4:54 PM



DON'T MISS OUT.

25 FREE MEALS
PLUS FREE SHIPPING
+ 3 SURPRISE GIFTS

FLASH SALE
ENDS TODAY!

GET STARTED



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25 Free Meals

plus free shipping + 3 surprise gifts

GET STARTED



Craving Comfort and Savings?



We're cheaper than grocery shopping and up to 70% cheaper than dining out.



Our farm-fresh ingredients and craveable comfort dishes will satisfy your tastebuds and suit your budget.



Farm Fresh for Less

25 Free Meals

plus free shipping + 3 surprise gifts

GET STARTED

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Long Weekend Sale

Celebrate with 25% off everything at the market.

GET STARTED

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25 Free Meals

& free shipping + 3 surprise gifts

GET STARTED

Warm, Cozy — and Fit!



No, we don't mean sweatpants, we're talking about **warming, flavorful dishes** you can make at home... while wearing sweatpants.

We deliver **farm-fresh ingredients** to your door along with simple recipes and pre-portioned ingredients.



This season, host friends at your place and cozy up over a wholesome meal. Sweatpants welcome.

Craveable Comforts for Less

25 Free Meals

& Free Shipping + 3 Surprise Gifts

GET STARTED

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HELLO FRESH MARKET

Long Weekend Sale

Celebrate with **25% off everything at the market.**

GET STARTED

Download our app



Follow us. Or give us a shout out.



*Offer only valid for new customers with qualifying multi-renewing subscription purchases. 25 Free Meals Plus Free Shipping + 3 Surprise Gifts offer is based on a total discount applied over a 6-week period for a 2-person, 4-meal subscription. Shipping fee applies on all deliveries after the first box. Discount may vary for other meal plans and sizes. 3 Surprise Gifts offer available after the purchase of your 4th, 8th and 12th boxes (total approx. value \$20 while supplies last). Not valid on promotions, meal upgrades, add-ons, taxes or shipping fees. May not be combined with gift cards or any other promotion. No cash value. †Valid outside the U.S. and where prohibited. Offer cannot be used on in-store purchases. HelloFresh has the right to amend or modify any offer at any time. Additional restrictions may apply. See <https://www.hellofresh.com/termsandconditions> for more details. †Customers will receive 25% off all items in HelloFresh Market. Offer not valid on prior purchases and cannot be applied to meal plans, gift cards, premiums, meal upgrade, taxes, or shipping fees. Offer may not be combined with any other promotion and has no cash value. Void where prohibited. Offer effective for deliveries between 01/14/2023 and 01/27/2023. HelloFresh has the right to end or modify any offer at any time. Additional restrictions apply. See [hellofresh.com/termsandconditions](https://www.hellofresh.com/termsandconditions) for more details.

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25 Free Meals
& free shipping + 3 surprise gifts

GET STARTED

Warm, Cozy
— and Fit!



No, we don't mean sweatpants, we're talking about **warming, flavorful dishes** you can make at home... while wearing sweatpants.

We deliver **farm-fresh ingredients** to your door along with **simple recipes** and **pre-portioned ingredients**.



This season, host friends at your place and cozy up over a wholesome meal. Sweatpants welcome.

Craveable Comforts for Less

25 Free Meals
& Free Shipping + 3 Surprise Gifts

GET STARTED

USE PROMO CODE BY-PPYSW AT CHECKOUT

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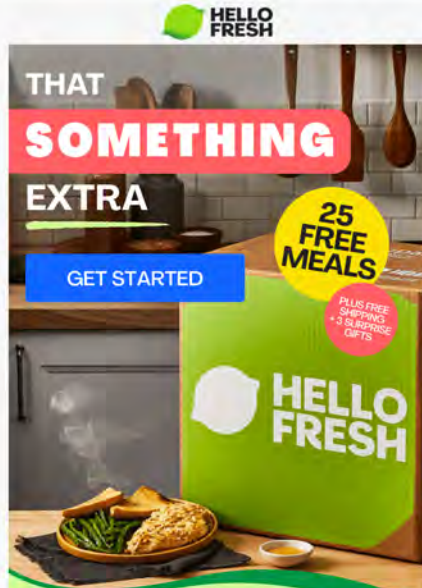


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THAT
SOMETHING
EXTRA

GET STARTED

25
FREE
MEALS

PLUS FREE
SHIPPING
+ 3 SURPRISE
GIFTS

Let it snow (or drizzle or fog)—we deliver **fresh, pre-portioned ingredients** and **simple recipes** you can whip into **crave-worthy comfort dishes**.



If you need **something extra**—and who doesn't?—we've got quick breakfasts, lunches, snacks, desserts, seasonal items, and much more at **HelloFresh Market**.

'Tis the season for convenience and comfort... and we've got you.



Extra Convenient, Extra Delish

25 Free Meals
plus free shipping + 3 surprise gifts

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COZY UP WITH OUR Winter Warmers

25 FREE MEALS PLUS FREE SHIPPING + 3 SURPRISE GIFTS

GET STARTED



Fight the post-holiday blues and take a taste tour with our curated collection of globally-inspired eats.

Don't miss these four premium recipes chock full of seasonal ingredients.



Beef with Cheddar-Gouda Fondue

Chicken & Prosciutto Cordon Bleu



Queso Fundido with Chicken & Smoky Bacon Bits

Beef Au Poivre & Cheesy Potato Gratin

Available in the Seasonal and Specialties sections from 1/28 - 2/24.

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Delicious.
Drama-Free. Done.

25 FREE MEALS

& FREE SHIPPING + 3 SURPRISE GIFTS

GET STARTED

Eat better... on us! There's never been a better time to enjoy fresh, homemade meals, like our famous Soy-Glazed Salmon with Rice, and dozens more.

Soy-Glazed Salmon with Rice



Green Beans

Sweet Heat Aioli

Scallion Rice

25 FREE MEALS
& FREE SHIPPING
+ 3 SURPRISE GIFTS

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