



## Canada Podcast Copy – Up to 20 Free Meals

**Effective March 1<sup>st</sup>, 2023**

### **What is HelloFresh?**

Get fresh recipes, featuring seasonal pre-measured ingredients and step-by-step instructions, delivered right to your door with HelloFresh. With a wide variety of delicious meals to choose from, HelloFresh keeps cooking at home simple, fun, and tasty.

### **Talking Points**

#### **Explore seasonal ingredients with a *VARIETY* of recipe options**

- With over 35 weekly recipes to choose from, there's always something new to try with HelloFresh
- Shake off the winter blues and get inspired this spring with new recipes featuring fresh, seasonal ingredients picked at peak freshness
- Whether it's Sunday brunch, family dinner night, or your turn to host, HelloFresh has meals for every moment

#### ***DISCOVER* new flavours**

- Surprise your taste buds and discover new flavours with a wide variety of regional and international-inspired recipes to choose from
- Meal time should be anything but boring or difficult! Learn new cooking techniques and have fun in the kitchen with simple step-by-step recipes from HelloFresh.
- Make meal planning easy and spice up your weekly meal rotation with yummy HelloFresh recipes soon to become your new favourites

#### **HelloFresh recipes use *QUALITY* ingredients**

- Spring is here and when it comes to new flavours, HelloFresh has recipes made with all the best the season has to offer so you can just cook, eat, and enjoy
- From the farm to your door, HelloFresh uses locally sourced ingredients whenever possible
- Skip the grocery store trip and explore new recipes with seasonal ingredients available at the same affordable price all year long and delivered right to your doorstep
- With pre-measured ingredients you can reduce your food waste and bring sustainability to the table

#### **Mealtime made *EASY* with HelloFresh**

- Make meal planning a snap with HelloFresh! You can choose your meals up to a month in advance and adjust your order to fit your busy lifestyle.
- As the spring weather warms up, it's time to get outside again. Let HelloFresh handle the shopping and prepping so you can spend less time in the kitchen and more time doing... anything else!

### **Execution Requirements**

#### **1. Talking Points (REQUIRED)**

- **Must** mention a **minimum of 3** bullet points outlined above. Please feel free to use more.
  - o Note: Bullet points are *guidelines* and hosts are encouraged to bring their own personality and experiences in the read

#### **2. Personal Endorsement (REQUIRED)**

- Host **must** discuss their personal experience(s) with HelloFresh
- *Ex: What are your favourite HelloFresh recipes you've made? How has HelloFresh saved you time? Who do you cook with? Highlight the benefits of using HelloFresh week after week. etc.*

#### **3. Call to Action (REQUIRED)**

- Host **must** voice unique HelloFresh vanity URL, special offer, and unique promo code
- **"Get up to 20 free meals with purchase *plus* free shipping on your first box at HelloFresh dot ca slash vancast20 with code vancast20!"**
  - o Repeat offer, vanity URL, and promo code

**Social Media Mentions:** Feel free to share your positive experience(s) with HelloFresh on your social media channels. Offer and/or promo code may be included. Tag your meal creation with #HelloFreshLife and encourage listeners to do the same.