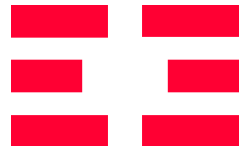




HelloFresh

Subsidiaries: EveryPlate
Locations: Germany (HQ)
Industries: Food Beverage and Tobacco

RISK LEVEL:



High Risk

DESCRIPTION:

HelloFresh canceled an advertising relationship with actress Lea Michele due to her allegedly engaging in undisclosed "microaggressions" during previous acting jobs. HelloFresh also donated to the Brooklyn NAACP during June 2020. The company requires its team leads to take unconscious bias training. For these reasons, HelloFresh receives a High Risk rating.

Corporate Weaponization

Has denied service to customers, suppliers, or vendors due to their political views or religious beliefs OR corporately boycotts, divests, or sanctions regions, people groups, or industries. **High Risk**

At the height of the Black Lives Matter protests in June 2020, HelloFresh immediately terminated a branding partnership with Lea Michele over an accusation that the actress engaged in "microaggressions" on the set of Glee several years earlier [\(1\)](#). HelloFresh prioritizes diversity over merit in its leadership composition [\(2\)](#).

Charitable giving (including employee matching programs) policies or practices discriminate against charitable organizations based on views or religious beliefs. **Lower Risk**

HelloFresh does not appear to discriminate against charitable organizations based on views or beliefs. HelloFresh gives charitable through its LiveAid program, which donates food support to nominated families in need [\(1\)](#).

Employment policies fail to protect against discrimination based on political affiliation/views and/or religion. **Lower Risk**

HelloFresh protects its employees against viewpoint discrimination [\(1\)](#). HelloFresh considers freedom of thought ("political opinion") to be an important component of a diverse workplace [\(2\)](#).

Corporate Governance and Public Policy

Uses corporate reputation to support ideological causes and/or organizations hostile to freedom of expression. **Medium Risk**

HelloFresh requires its employee leads to take unconscious bias training and employs a Global DEI Officer [\(1\)](#). Otherwise, it has not

supported ideological causes or policies [\(2\)](#)[\(3\)](#).

Uses corporate funds to advance ideological causes, organizations, or policies hostile to freedom of expression. Medium Risk

HelloFresh donated to the Brooklyn NAACP in June 2020 [\(1\)](#)[\(2\)](#).

Uses corporate political contributions for ideological, non-business purposes.

N/A

HelloFresh does not operate a PAC or engage in lobbying at this time [\(1\)](#)[\(2\)](#)[\(3\)](#).

The contents of this website and related resources (collectively, the "materials") are general in nature and intended for educational use only. Nothing in the materials or any other 1792 Exchange content constitutes legal or professional advice for any specific matter. Anyone seeking legal or professional advice should obtain such advice from competent counsel. Since individual circumstances vary, anyone reviewing the materials and/or any other 1792 Exchange content is strongly urged to obtain specific legal and/or other professional advice before acting or refraining from acting based on such materials or other 1792 Exchange content. 1792 Exchange accepts no responsibility for any loss or damage, howsoever incurred, which may result from accessing or relying on the materials or any other 1792 Exchange content. Further, 1792 Exchange disclaims, to the fullest extent permitted by law, all liability for any acts or omissions based on the materials or any other 1792 Exchange content.

USER AGREEMENT: Company reports and other resources are intended only for the private educational use of the registered user. Republishing and distributing reports and resources is strictly prohibited. By downloading reports and resources, the user accepts these conditions.

© 1792 Exchange 2023