



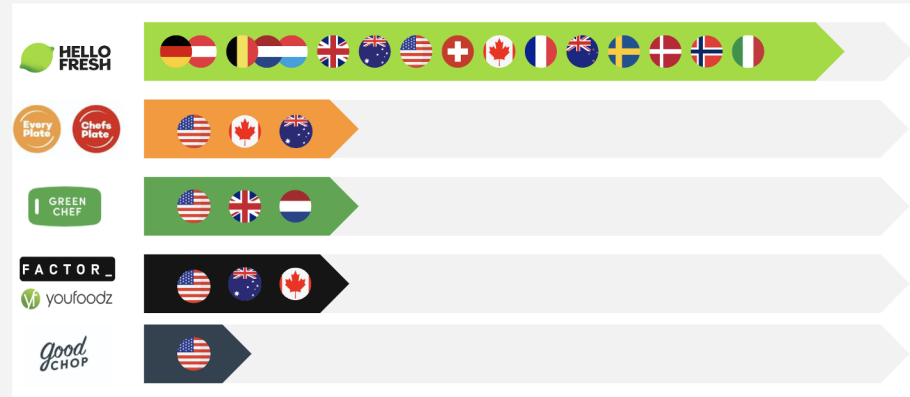
HelloFresh



What do we do?

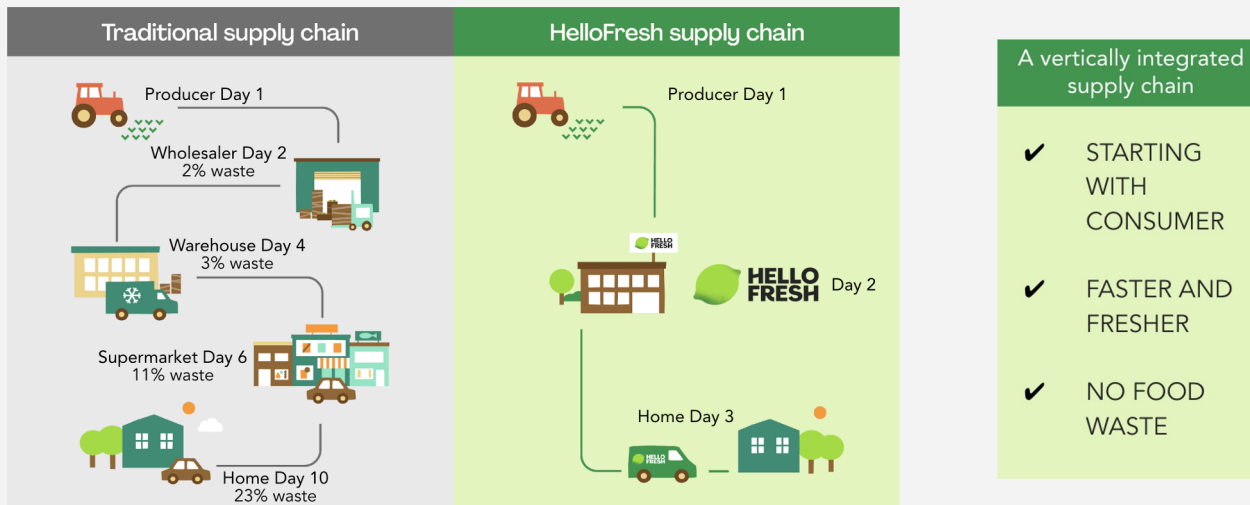
HelloFresh caters to diverse culinary preferences with its innovative meal-kit(HF), ready-to-heat (Factor, Youfoodz), ready-to-consume (addon's products in different brands) and grocery-ingredients (Good Chop) solutions.

In the meal kit realm, it transforms home cooking with pre-portioned ingredients and user-friendly recipes. Simultaneously, ready-to-eat line offers a hassle-free dining experience, featuring chef-curated, pre-made meals that uphold the brand's commitment to quality and taste.



How do we do it?

Our meal delivery service allows you to skip meal planning and grocery shopping. HelloFresh delivers step-by-step recipes and fresh, pre-portioned ingredients right to your door. First, you set your meal plan preferences with options for carnivores, vegetarians, calorie counters, and more. You'll choose from 30+ delicious weekly recipes carefully put together by our chefs. Then, you'll receive those recipes with easy-to-follow instructions on the day of your choosing. You can skip a week or cancel anytime if your needs change.





... and now
the challenge

Create a Recipe
Personalization App

Recipe Personalization App

Develop an innovative Recipe Personalisation App for HelloFresh that elevates the cooking experience by tailoring recipes to each user's unique tastes, dietary restrictions, lifestyle preference and culinary proficiency.

(Example: Given user is allergic to nuts and then app will only recommend the user only the nut-free meals)

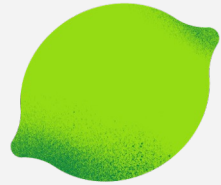
This app should intelligently analyze individual preferences and restrictions, offering personalized recipe recommendations using cutting edge technologies.

This challenge invites participants to blend creativity and technical expertise to create a user-friendly solution that makes home cooking more accessible and enjoyable for individuals of all backgrounds keeping sustainability in mind.



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explore exciting career
opportunities**





**HELLO
FRESH**