



FOR IMMEDIATE RELEASE
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Australis Aquaculture Debuts Barramundi to HelloFresh Customers

Greenfield, Massachusetts, January 31, 2019 — Australis Aquaculture, a leading producer of sustainable seafood, today announced that Australis Barramundi will be featured in select recipes produced by HelloFresh starting in February 2019.

The first two recipes, *Lemon Butter Barramundi with Pistachio Rice and Chili-Roasted Carrots*, and *Seared Barramundi with Lemon-Horseradish Sauce, Potato Wedges and Apple Salad* will be shipped to HelloFresh customers across the country on February 2 and March 9 respectively. Australis will also supply educational content about barramundi and sustainable fish farming practices on its website.

HelloFresh and Australis share a commitment to sustainability—in both the sourcing and production of products that are offered to consumers and the packaging used to deliver these products to homes.

“We are excited to add sustainably sourced Australis Barramundi to our menu lineup,” said Marcel Comtois, Vice President of Procurement, HelloFresh US. “Our goal at HelloFresh is to provide home cooks with innovative recipes and high-quality ingredients that deliver an exceptional at-home cooking experience.”

HelloFresh has a formal relationship with Monterey Bay Aquarium Seafood Watch® and has committed to only using seafood rated Best Choice, Good Alternative, or eco-certified to a standard recommended by Seafood Watch®. Australis Barramundi was the first marine-farmed fish to earn the Best Choice rating from the Monterey Bay Aquarium Seafood Watch® Program in 2014.

“We are very excited to work with HelloFresh to introduce Australis Barramundi to consumers who are passionate about cooking at home. HelloFresh’s meal kits offer an approachable and easy way for many people to try barramundi for the first time or to eat a fish they already know and enjoy. Together, we are committed to delivering excellent products, recipes, and education on sustainability,” says Josh Goldman, Co-Founder and CEO of Australis Aquaculture.

About Australis Aquaculture

Australis Aquaculture is an award-winning producer of premium barramundi raised offshore in Central Vietnam, and is committed to bringing innovative and fully traceable Climate-Smart Ocean Farming practices to the marine tropics. Australis helps home cooks and professional chefs enjoy delicious, nutritious, and sustainable fish without waste or worries. Australis Barramundi is naturally high in omega-3s, has half the calories of salmon, and was the first marine-reared fish to earn the Best Choice rating from the Monterey Bay Aquarium’s Seafood Watch® Program. Learn more at thebetterfish.com.



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About HelloFresh

HelloFresh is the world's leading meal kit company and operates in the U.S., the United Kingdom, Germany, the Netherlands, Belgium, Luxembourg, Australia, Austria, Switzerland, Canada and New Zealand.

HelloFresh delivered 46.5 million meals to 1.84 million active customers worldwide in the three-month period between July 1, 2018 and September 30, 2018. HelloFresh was founded in Berlin in November 2011 and went public on the Frankfurt Stock Exchange in November 2017. HelloFresh has offices in New York, Berlin, London, Amsterdam, Zurich, Sydney, Toronto and Auckland.

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