

CHEFFELO REFRESHES ITS MEALKIT BRANDS TO BRING EVEN MORE FAMILIES TOGETHER AROUND THE DINNER TABLE

Cheffelo, the Nordic mealkit company that helps people eat well without the hassle of planning and shopping, is rolling out a brand refresh across its markets. The new brand identity brings Cheffelo's strong local brands - Godtlevet in Norway, Linas in Sweden and Retnemt in Denmark - closer together through a more playful and future-proof expression of one simple promise: For all tables.

Cheffelo is a mealkit subscription service, and the new brand expression is built for being digital-first and close to the customers. The colours are bolder, the tone of voice is more personal and playful, and the overall look is designed to feel high-energy and welcoming. The updated look and feel will start to appear during August, alongside the launch of an advertising campaign and the distribution of mealkits to customers in Norway, Sweden, Denmark, and soon also Finland.

The brand concept centers on one belief: a healthy future begins around the table. No matter your situation, schedule or family constellation, there's a seat for you; and Cheffelo is there to solve everyday dinners better than anyone else.

"We have a close relationship with our customers and many contact points in the digital and physical space. The refreshed look and feel of our brands have to come across like a helpful friend: modern, warm and a little bit playful, but always there to make everyday life easier," says Walker Kinman, CEO of Cheffelo.

The refreshed brand has been developed together with Nordic creative agencies, including OlssonBarbieri, Opening Hours and Spoon.

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About Cheffelo

Cheffelo is a leading, profitable Scandinavian mealkit provider that helps people eat well without the hassle of planning and shopping. Since 2006, Cheffelo has made it easier to enjoy varied, nutritious homecooked meals by delivering personalized meal kits with minimal food waste. With nearly 400 highly engaged employees, the company manages its own production facilities, integrating customer-unique packing processes and proprietary technology infrastructure to streamline operations and enable epic customer experiences. The company operates under the brands Linas in Sweden, Godtlevet in Norway, and RetNemt in Denmark. In 2025, Cheffelo generated SEK 1.2 billion in revenue and delivered approximately 17 million meals. Cheffelo is listed on Nasdaq First North Premier Growth Market (ticker: CHEF).

www.cheffelo.com

www.linkedin.com/company/cheffelo

Image Attachments

Fournewbrandsboxes

Attachments

Cheffelo refreshes its mealkit brands to bring even more families together around the dinner table