

FOOD • READY TO SAVE •
**LET'S
START!**
TIME & MONEY?

WELCOME TO THE

FRIDGE NIGHT

MISSION

BY

HELLMANN'S

EST. 1913



TO START, YOU MIGHT WONDER...

WHY THIS MISSION?

.....

HAVE YOU EVER...



Discovered food in your fridge you've **COMPLETELY FORGOTTEN ABOUT?**

Opened your fridge and thought **"I'VE GOT NOTHING TO EAT?"**



Felt like you **SPEND A LOT** of money on groceries, but still end up throwing food **AWAY?**

YOU ARE NOT ALONE.

.....

MOST PEOPLE END UP WITH SPARE FOOD THAT THEY SIMPLY DIDN'T GET AROUND TO EATING.

DID YOU KNOW THAT...

40% of **FOOD WASTE** happens in the **HOME**.

In American homes, **\$1229** worth of **FOOD IS WASTED** every year.*

**Based on ReFed Insights Engine Food Waste Monitor*

OVER HALF is **EDIBLE** fruit, vegetables and bread!

FOOD WASTE contributes **8-10%** of annual **GREENHOUSE GAS** emissions globally.



WHY HELLMANN'S & FRIDGE NIGHT?

WE'RE ON A MISSION
TO MAKE TASTE, NOT WASTE.

Food Waste in the US is a massive environmental and societal **problem**. If global Food Waste was a country, it would be the third biggest source of *Green House Gas emissions*.

At Hellmann's we believe that food is **too good to be wasted**. That's why we're on a mission to create a nation of **Fridge Night masters**, that say "Yes" to taste and "No" to waste.

Our studies have proven that by adopting **1 Fridge Night a week over 4 weeks**, plus the help of our flexible recipes, you could rescue almost 50% of your food waste*. That's also **almost one half of your budget!**

That's why we've created this E-Book and the Fridge Night app - to give you practical tools to **reduce your food waste**, create **delicious meals** and **save money** in the process. As the majority of food waste in the US occurs at home, it's up to each of us to play our part in tackling this enormous environmental problem.

If you've read and will try this, a sincere thank you for joining our food waste movement.



*Based on ReFed Insights Engine Food Waste Monitor and Hellmann's US Fridge Night pilot app study

YOUR FRIDGE NIGHT MISSION IS SIMPLE

FOR ONE MONTH, WE WILL HELP YOU WITH TWO KEY SIMPLE STEPS:



Grab your spare veggies and fruit



Use up in a simple, real, delicious meal

That's what we call a **Fridge Night**: One night a week where you use up all the left-behind food sitting in your kitchen.



Extra meals you didn't know you had



Extra time in the evening



Extra savings in your pocket



READY TO SAVE FOOD, TIME & MONEY?

INTRODUCING A COOKING TOOL FOR LIFE!

flexipe™

We know sometimes
it can be **DIFFICULT**
to figure out
WHAT TO MAKE...

Flexipes are
FLEXIBLE RECIPES
that are quick and easy to
make with the food
you already have.

They work like building
blocks, where ingredients
can be easily substituted.

**THINK OF IT AS A
3+1 APPROACH.**

1 choose a
BASE

2 use up your
FRUIT & VEG

3 add an optional
PROTEIN

+1 add a
MAGIC
touch!



WHAT IS THE 3+1 APPROACH?

1

SELECT A BASE



FIRST, PICK A BASE LIKE A SOFT WRAP, BREAD OR RICE.
The ingredients of a base are often kitchen staples.

2

USE UP FRUIT & VEG



SECOND, GRAB SOME VEGGIE and use up what you have on hand.

3

SELECT A PROTEIN



ADD A PROTEIN SUCH AS, CHICKEN OR BEANS if you want to; it can be meat or veggie.

+1

ADD A MAGIC TOUCH



AND FINALLY, add the **MAGIC TOUCH.**
Hellmann's Mayo and flavoured sauces can transform the simplest of ingredients into a delicious meal.

NOW YOU ARE READY TO START YOUR MISSION

Start by picking your **Fridge Night**.

Choose a night of the week that works for you,
(most Fridge Nights happen on Thursdays)!

ADD **FRIDGE NIGHT**
TO YOUR CALENDAR!

MON	TUE	WED	✓	FRI	SAT	SUN
MON	TUE	WED	✓	FRI	SAT	SUN
MON	TUE	WED	✓	FRI	SAT	SUN
MON	TUE	WED	✓	FRI	SAT	SUN



WEEK ONE

Welcome to your first Fridge Night!

No one likes wasting food, but we know that sometimes it happens. Now it's time to use up any food you've got left behind in your kitchen.

TAKE A LOOK AT SOME OF THIS WEEK'S FLEXIPES!

Heartwarming
Soup



Perfectly Crispy
Grilled Cheese



Huevos
Rancheros



OR CREATE YOUR OWN WITH THE INGREDIENTS YOU HAVE!

1 Pick a **BASE**

2 Use up **FRUIT & VEG**

3 Choose a **PROTEIN**

+1 Add a **MAGIC TOUCH**

SHARE YOUR...
FRIDGE NIGHT MASTERPIECE!

Use #FridgeNight to inspire more people to save food, time and money!

HEARTWARMING SOUP

1 *Pick a* **BASE**

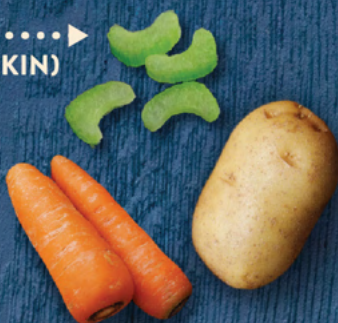
.....>
WATER, BOUILLON CUBES,
ONION & GARLIC



2 *Use up* **FRUIT & VEG**

.....>
CELERY, CARROTS, POTATOES (WITH SKIN)

Change Ups:
BROCCOLI FLORETS AND
STALKS, ONION, CABBAGE



3 *Choose a* **PROTEIN**

.....>
CHICKEN OR CHICKPEAS



+1 *Add a* **MAGIC TOUCH**

.....>
JUICE OF 1 LEMON

Change Ups:
ITALIAN SEASONING BLEND



flexi*pe*



PREP TIME: 10 MINS

COOKING TIME: 15 MINS

DIRECTIONS

1. Quickly fry chopped onion and garlic in oil. Add 2-3 cups of chopped vegetables and fry.
2. Add 4 cups of water, bouillon cubes and 1 cup of protein. Bring to boil and simmer until tender.
3. Add magic touch and salt & pepper to taste.

CHEF TIPS

Extra bread to use up? Dip it in your soup or toast and crumble to make croutons for added crunch!

HELLMANN'S

PERFECTLY CRISPY GRILLED CHEESE



1 *Pick a* **BASE**

BREAD



2 *Use up* **FRUIT & VEG**

TOMATO, SPINACH, RED PEPPERS, APPLE

Change Ups:
ONIONS, AVOCADO, EGGPLANT



3 *Choose a* **PROTEIN**

CHEESE, CHICKEN, HAM, PORK,
TURKEY SLICES



+1 *Add a* **MAGIC TOUCH**

HELLMANN'S® REAL MAYONNAISE
& DIJON MUSTARD

Change Ups:
ROASTED RED PEPPER
SPREAD (Romesco Sauce)



PREP TIME: 10 MINS

COOKING TIME: 10 MINS

DIRECTIONS

1. Spread mayo or butter on one side of each bread slice.
2. To the other side, layer on magic touch, cheese slices, and chopped fruit & veg. Top with bread, mayo-side out.
3. In a pan, lightly fry the sandwich, mayo-side down until golden. Flip and cook the other side.

CHEF TIPS

Try some of these cheeses for best melting: American, Cheddar, Swiss, Brie.



HUEVOS RANCHEROS

1 *Pick a* **BASE**
.....
CORN OR FLOUR TORTILLAS



2 *Use up* **FRUIT & VEG**
.....
TOMATOES, ONIONS, PEPPERS



3 *Choose a* **PROTEIN**
.....
EGGS, BLACK BEANS, PINTO BEANS,
REFRIED BEANS



+1 *Add a* **MAGIC TOUCH**
.....
CILANTRO, QUESO FRESCO,
AVOCADO OR HOT SAUCE.



PREP TIME: 10 MINS

COOKING TIME: 10 MINS

DIRECTIONS

1. Top tortilla with warmed beans.
2. Top with a fried egg.
3. Sprinkle with diced tomatoes, onions and peppers.
4. Add the magic touch.

CHEF TIPS

Typically eaten at breakfast, this quick and hearty dish is delicious for dinner too!



WEEK TWO

It's here!

Your second Fridge Night has arrived and it's looking tasty. It's time to create one of those delicious Flexipes - let's go!

LOOK AT SOME OF THIS WEEK'S FLEXIPES!

Tasty Toasted Flatbread Pizza



Stir Fry in a Flash



Delicious Elotes Salad



OR CREATE YOUR OWN WITH THE INGREDIENTS YOU HAVE!

1 Pick a **BASE**

2 Use up **FRUIT & VEG**

3 Choose a **PROTEIN**

+1 Add a **MAGIC TOUCH**

DID YOU ENJOY YOUR SECOND FRIDGE NIGHT CREATION?

Why not let your friends know? Share and tag your creation with #FridgeNight and inspire more people to save food, rather than waste it!



TASTY TOASTED FLATBREAD PIZZA

1 *Pick a* **BASE**
.....
FLATBREAD OR PITA



2 *Use up* **FRUIT & VEG**
.....
TOMATO, ARUGULA, OR ONION
Change Ups:
PEAR, AVOCADO, OLIVES



3 *Choose a* **PROTEIN**
.....
BEEF, CHICKEN, SAUSAGE
(Veggie or Meat)



+1 *Add a* **MAGIC TOUCH**
.....
PESTO, HELLMANN'S® SAUCES,
GARLIC AIOLI, BALSAMIC VINEGAR



flexipe



PREP TIME: 5 MINS

COOKING TIME: 15 MINS

DIRECTIONS

1. Preheat oven to 350°F. Arrange breads on a baking sheet.
2. Spread each flatbread with your magic touch and top with protein and 2 cups of fruit & veg.
3. Bake for 10-15 minutes or until golden.
4. Finally drizzle with more magic touch to taste.

CHEF TIPS

If you don't have a flatbread you can substitute this for tortillas or slices of bread.

HELLMANN'S

STIR FRY IN A FLASH

1 *Pick a* **BASE**
.....
NOODLES



2 *Use up* **FRUIT & VEG**
.....
ONION, WHITE CABBAGE, CARROTS

Change Ups:
GREEN PEAS, COLLARD GREENS,
CAULIFLOWER



3 *Choose a* **PROTEIN**
.....
EGG OR (Cashew) NUTS OR TOFU



+1 *Add a* **MAGIC TOUCH**
.....
SOY SAUCE, GINGER



*flexi*pe



PREP TIME: 5 MINS

COOKING TIME: 10 MINS

DIRECTIONS

1. Quickly fry 2 cups of vegetables and 1 cup of your protein. Add grated ginger and fry lightly.
2. Add 3 cups of cooked noodles.
3. Mix gently and add your magic touch!

CHEF TIPS

Sprinkle roasted sesame seeds or any nut of your choice for extra crunch.

HELLMANN'S


DELICIOUS ELOTES SALAD

1 *Pick a* **BASE**

.....▶
COOKED OR GRILLED CORN,
POTATOES



2 *Use up* **FRUIT & VEG**

.....▶
LETTUCE, RADISHES,
BELL PEPPERS, ONIONS

Change Ups:
SCALLIONS, CUCUMBERS, JALAPENO



3 *Choose a* **PROTEIN**

.....▶
QUESO FRESCO



+1 *Add a* **MAGIC TOUCH**

.....▶
CREAMY MAYO OR VINAIGRETTE
DRESSING, LIME JUICE, CILANTRO



PREP TIME: 15 MINS

COOKING TIME: 0 MINS

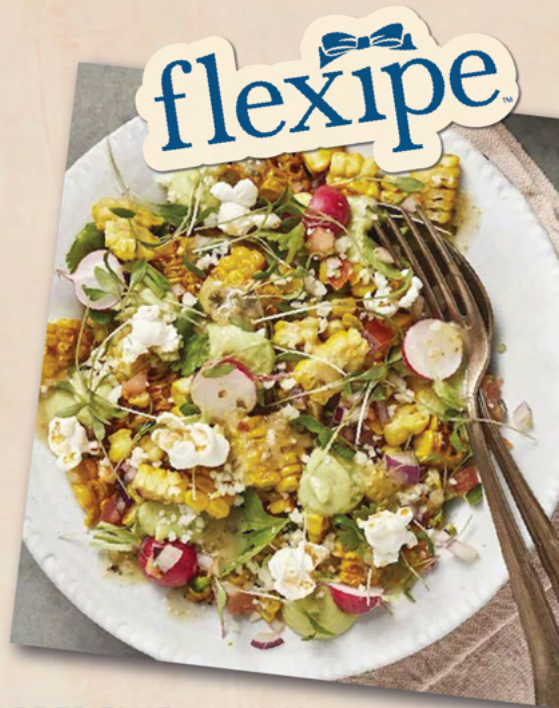
DIRECTIONS

1. Place lettuce on plate.
2. Top with cooked corn, cooked potatoes and other vegetables.
3. Sprinkle with queso fresco.
4. Add the magic touch.

CHEF TIPS

Cotija would also be
delicious sprinkled over top.

HELLMANN'S



WEEK THREE

So you're ready for week 3? Great Stuff.

A Fridge Night master is always on a mission to check their fridge and use up food.

TAKE A LOOK AT SOME OF THIS WEEK'S FLEXIPES!

Cheesy Veggie
Sheet Pan Pasta



Tortilla
Pizza Hack



Easy Fajitas



OR CREATE YOUR OWN WITH THE INGREDIENTS YOU HAVE!

1 *Pick a* **BASE**

2 *Use up* **FRUIT & VEG**

3 *Choose a* **PROTEIN**

+1 *Add a* **MAGIC TOUCH**

**WAS WEEK 3'S MEAL A 1 NIGHT WONDER,
OR A FRIDGE NIGHT FAVORITE?**

Why not let your friends know? Share and tag your creation with #FridgeNight and inspire more people to save food, rather than waste it!



CHEESY VEGGIE SHEET PAN PASTA

1 *Pick a* **BASE**

PASTA



2 *Use up* **FRUIT & VEG**

SHALLOTS, TOMATO, BROCCOLI FLORETS

Change Ups:
ZUCCHINI, PUMPKIN, CAULIFLOWER



3 *Choose a* **PROTEIN**

SOFT CHEESE SUCH AS,
MOZZARELLA, FETA & BURRATA



+1 *Add a* **MAGIC TOUCH**

HELLMANN'S® REAL MAYONNAISE,
LEMON ZEST

Change Ups:
HANDFUL OF FRESH BASIL, CHOPPED PARSLEY



PREP TIME: 5 MINS

COOKING TIME: 25-40 MINS

DIRECTIONS

1. Preheat oven to 475° F and toss your choice of veg (2-3 cups) in a large ovenproof baking dish with some olive oil, herbs & spices.
2. Place a block of soft cheese into the center of your veggie mix and bake for 25-40 mins (depending on your oven) until cheese is golden on top and veggies are cooked.
3. Meanwhile, cook 1 1/2 cups of pasta and drain.
4. Break cheese apart with a fork & mix with veg. Stir in pasta and mayo and garnish with magic touch.

CHEF TIPS

This dish has gone viral on TikTok, so your kids will definitely want to help!

HELLMANN'S



TORTILLA PIZZA HACK

flexipe

1 Pick a **BASE**

.....▶
BREAD, TORTILLA,
BAGEL, ENGLISH MUFFIN



2 Use up **FRUIT & VEG**

.....▶
BELL PEPPER, MUSHROOM & TOMATO

Change Ups:
PINEAPPLE, CORN, AVOCADO



3 Choose a **PROTEIN**

.....▶
HAM, SAUSAGE, CHICKEN, PEPPERONI



+1 Add a **MAGIC TOUCH**

.....▶
PASTA SAUCE, RANCH DRESSING,
RICOTTA CHEESE

Change Ups:
BBQ SAUCE OR PESTO



PREP TIME: 10 MINS

COOKING TIME: 6 MINS

DIRECTIONS

1. Spread pasta sauce on to your base.
2. Sprinkle the cheese and add your veggies and protein.
3. Bake for 6 mins in a 475°F preheated oven. Add your magic touch.

CHEF TIPS

Add some fresh herbs after baking, like basil or arugula or add leftover avocado once your pizza has come out of the oven. For extra flavor, drizzle over your favorite table sauce, like BBQ or pesto sauce.

HELLMANN'S

EASY FAJITAS

1 *Pick a* **BASE**

.....▶
TORTILLAS,
SANDWICH WRAPS



2 *Use up* **FRUIT & VEG**

.....▶
PEPPERS, ONIONS, MUSHROOMS



3 *Choose a* **PROTEIN**

.....▶
CHICKEN, BEEF, PORK, SHRIMP, TOFU



+1 *Add a* **MAGIC TOUCH**

.....▶
CREMA FRESCA OR SOUR CREAM,
LIME, CILANTRO, HELLMANN'S®
CILANTRO LIME OR CREAMY
SRIRACHA SAUCES



flexipe



PREP TIME: 10 MINS

COOKING TIME: 10 MINS

DIRECTIONS

1. Cook cut up veggies in some oil in a hot skillet.
2. Add your cut up protein and some ground cumin and/or chili powder and cook until thoroughly cooked.
3. Serve in warmed tortillas or wraps.
4. Add the magic touch and any of your favorite toppings.

CHEF TIPS

To freshen up stale tortillas, wrap them in damp paper towels and microwave for a few seconds.

HELLMANN'S

WEEK FOUR

You've got to your final week!
But it doesn't have to be your last Fridge Night -
This is just the beginning.

TAKE A LOOK AT SOME OF THIS WEEK'S FLEXIPES!

**Stack-it-Up
Burger**



**Just-in-Time
Tacos**



**Tasty
Tostadas**



OR CREATE YOUR OWN WITH THE INGREDIENTS YOU HAVE!

1 *Pick a* **BASE**

2 *Use up* **FRUIT & VEG**

3 *Choose a* **PROTEIN**

+1 *Add a* **MAGIC TOUCH**

**RATE YOUR FRIDGE NIGHT NUMBER 4...
WAS IT REPEATABLE OR DELETE-ABLE?**

Why not let your friends know? Share and tag your creation with
#FridgeNight and inspire more people to save food, rather than waste it!



STACK-IT-UP BURGER

1 *Pick a* **BASE**

BREAD BUN OR LETTUCE BUN



2 *Use up* **FRUIT & VEG**

(Caramelized) ONIONS, FRIED MUSHROOMS, TOMATOES

Change Ups:
AVOCADOS, LETTUCE, RUCOLA



3 *Choose a* **PROTEIN**

BEEF, VEGETARIAN PATTY



+1 *Add a* **MAGIC TOUCH**

HELLMANN'S® REAL MAYONNAISE AND KETCHUP / BBQ SAUCE

Change Ups:
CHIPOTLE MAYONNAISE, CILANTRO



flexi*ipe*



PREP TIME: 5 MINS

COOKING TIME: 10 MINS

DIRECTIONS

1. Fry the patty in a nonstick pan with a little bit of oil.
2. Serve on a bun and stack it up with your choice of vegetables (can be grilled or fresh).
3. Add 1 tsp of your favorite magic touch and serve.

CHEF TIPS

For a lighter version, replace the bread bun with lettuce.

HELLMANN'S


JUST-IN-TIME TACOS

1 *Pick a* **BASE**
.....▶
TORTILLA



2 *Use up* **FRUIT & VEG**
.....▶
LETTUCE, TOMATOES, CORN

Change Ups:
RED ONION, AVOCADO, RED PEPPERS



3 *Choose a* **PROTEIN**
.....▶
CHEESE, CHICKEN, STEAK



+1 *Add a* **MAGIC TOUCH**
.....▶
HOT SAUCE

Change Ups:
YOGURT & DROPS OF LEMON JUICE



flexi*pe*



PREP TIME: 10 MINS

COOKING TIME: 10 MINS

DIRECTIONS

1. Heat a skillet over medium heat. Fry 1lb of protein with some onion, garlic and seasoning.
2. In the same pan, warm 8 tortillas and fill with protein.
3. Top tacos with 1 – 2 cups of chopped vegetables and your choice of magic touch.

CHEF TIPS

If you want a fun variation, replace the tortillas for nachos.

HELLMANN'S

TASTY TOSTADAS

1 *Pick a* **BASE**
.....▶
TOSTADA OR CORN TORTILLA



2 *Use up* **FRUIT & VEG**
.....▶
ONIONS, RADISHES, LETTUCE, TOMATO
Change Ups:
JICAMA, SCALLIONS



3 *Choose a* **PROTEIN**
.....▶
SHREDDED PORK OR CHICKEN, SHRIMP



+1 *Add a* **MAGIC TOUCH**
.....▶
LIME, AVOCADO, QUESO FRESCO



flexipe



PREP TIME: 15 MINS

COOKING TIME: 0 MINS

DIRECTIONS

1. Spread tostada or warmed tortilla with refried beans.
2. Top with vegetables.
3. Top with cooked protein and your magic touch.

CHEF TIPS

Toss your cooked protein with green or red salsa for extra moisture.

HELLMANN'S

CONGRATULATIONS

YOUR FRIDGE NIGHT MISSION IS COMPLETE!

By now, you have really mastered Fridge Night.
If all of the US adopted Fridge Night, in just one year, we'd save enough to:



Donate almost one month of groceries to every household*



Donate **15 Billion** meals to the hungry*



Save the equivalent of the **CO2 emitted by 9.7 Million cars** per year*



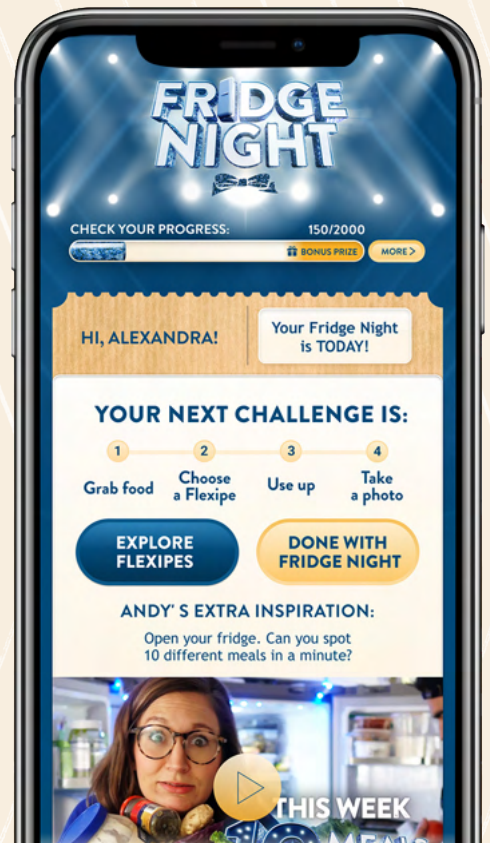
**Based on ReFed Insights Engine Food Waste Monitor and Hellmann's US Fridge Night pilot app study*

WHY STOP NOW?

Fridge Night is for life! Adopt a Fridge Night every week and keep getting **extra** from your fridge.



If you enjoyed this initiative, download our **FREE Fridge Night app** for the full experience including points, prizes and a buzzing Fridge Night community.



Richard Hellmann

THANK YOU

SOURCES

...

WRAP

LOVE FOOD HATE WASTE

HELLMANN'S FOOD WASTE IN-HOME STUDY

ReFed Insights Engine Food Waste Monitor

US Department of Agriculture

