

Meal-in-a-box supplier Gousto raises £33M as lockdown continues

London-based recipe box pioneer Gousto has received a £33M investment from fitness coach Joe Wicks, Perwyn, BGF and MMC Ventures. In total, the brand has raised more than £130M. Gousto offers a choice of 50 recipes a week and next-day delivery all for £2.98 a meal the timing couldn't be better.

With this funding, the company will continue to enhance its technology by testing its capabilities (with AI to give personalised recommendations of what to cook and eat, and in the backend to optimise its logistics and operations). It will also increase capacity to meet the rising demand and deploy next-day deliveries in the near future.

Gousto also plans to hire more people, but not just in the fulfilment centres to satisfy demand, but also in the tech team to help maintain an accelerated approach to innovation. Currently, Gousto has 400 job openings across their Spalding and London sites.

“This is a strong start towards our mission of becoming the UK’s most-loved way to eat dinner, but we want to think bigger and further ahead for our customers. To make it happen, we feel privileged to have recently completed a new fundraising round. We have raised £33M from existing investors including our good friend and the nation’s PE teacher, Joe Wicks, who shares our passion for getting more families inspired in the kitchen and cooking delicious meals at home.” – Timo Boldt, CEO & Founder, Gousto

Over the past eight years, Gousto has grown from a handful of customers to

delivering 1M weekly meals, from an unknown startup to the UK market leader able to make a positive impact. This latest investment gives Gousto the chance to think even bigger, to do what is right for their customers now in the current situation, and beyond that to the future.

Read also

[12 foodtech companies to explore in 2020](#)

Article by MADDYNESS