

# SCALING FLEXITARIAN DIETS INITIATIVE THROUGH DELICIOUS RECIPES WITH CO-CHAIRS CARREFOUR AND DANONE IN FRANCE

The Collaboration for Healthier Lives initiative from CHL France promoted flexitarian diets through the scaled-up initiative, 'Le Meilleur du Végétal', and continues collaborative efforts that empower French consumers to live healthier lives.

Co-Chaired by:



Carrefour and Danone, Co-Chairs of the **CGF Collaboration for Healthier Lives Coalition of Action** working group in France, along with partners Alpro, Barilla, Bel, Bonduelle, Catalina, CPM, Savencia and Nutrition & Santé, kicked off the “**Le Meilleur du Végétal**” in-store programme in 22 hypermarkets in May 2023 to promote flexitarian diets in France. Following the On S'Y Met (**Let's Do It!**) initiative (2019), the project continues to focus on in-store and digital activities to nudge consumers towards healthier and more sustainable lifestyles.

In 2022, the initiative resulted in over **70% of consumers increasing flexitarian products in their shopping baskets and yielded a 189% increase in sales.**

Through learnings from group testing, this initiative, which began as a pilot, has expanded across France with future plans to scale-up to other European markets.

Le Meilleur DU VÉGÉTAL!



**Key Figures for May 2023 initiative\***

**+167%** sales increase products showcased during the campaign



**Analysis of product's NutriScore in Consumer's Baskets**

Data from the shopping baskets of **20,791 customers** show that shoppers purchased at least one healthier product during the operation.



**Tracking of All Products in Consumer's Baskets**

**Before the Program**  
**42%** products rated with NutriScore A or B

**During the Program**  
**45%** of products rated with NutriScore A or B

\* Figures are calculated comparing the sales of healthier products from 9th May to 22nd May 2023 v/s previous two weeks.

## Key Learnings

- Excellent for **consumer engagement** and raising awareness
- Behaviour change is complex and **long-term change** requires a real **commitment to change habits**
- **In-store activations** help customers to go beyond their own taste preconceptions
- Increased **recurrence of activations** needed, both in-store and online, to inspire change towards a **healthier and more sustainable diet**
- **+5% growth of the flexitarian category\***. The activations drive growth for the entire category beyond the selected products.

Source: Data Memory, CRF HM, Epicerie végétale, magasins animés vs magasins témoins



Collaboration with:



Evaluators:

