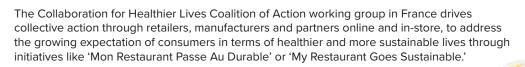
METRO & DANONE CO-LEAD HEALTHIER LIVES INITIATIVE 'MON RESTAURANT PASSE **AU DURABLE' TO PROMOTE HEALTHIER AND MORE SUSTAINABLE DIETS** Co-Chaired by:



Key Information

 The aim of this initiative is to nudge METRO clients (restaurants and out-of-home sectors) towards embedding healthier and more sustainable recipes and ingredients into their menus.

 Two multi-brand recipes, elaborated by the **#PositiveFood tool**. were produced and

shared ranking A & B on the NutriScore scale.



 High emphasis on cost per portion is guaranteed, less than 3 euros to maintain restaurant markup. The manufacturers, Barilla, Bonduelle, Danone and St. Moret collaborated with METRO to ensure this criteria was met.

Results

+10% Turnover of healthier products. +25% Sales Volume of healthier products. +30% Volume of buyers during the activation as compared to buyers before the activation period.

"We have had NutriScore on our menu for over a year.

t quotes

'It would be great to have these recipes created by professiona restaurateurs.

"Love the recipes creative, cost competitive and healthier. Most restaurant owners have no time to develop their own."

Π "A competitive price per portion is certainly critical.'



Learn more about our work at the Collaboration for Healthier Lives Coalition of Action Collaboration with:











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Empower healthier

people globally

Empowering Healthier People Globally