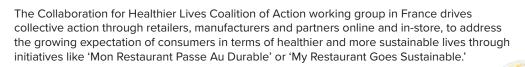
## **METRO & DANONE CO-LEAD HEALTHIER** LIVES INITIATIVE 'MON RESTAURANT PASSE **AU DURABLE' TO PROMOTE HEALTHIER AND MORE SUSTAINABLE DIETS** Co-Chaired by:



## **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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DANONe

**Empower healthier** 

people globally

**Empowering Healthier People Globally**