

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



Co-Chaired by:



The Collaboration for Healthier Lives Coalition of Action working group in France drives collective action through retailers, manufacturers and partners online and in-store, to address the growing expectation of consumers in terms of healthier and more sustainable lives through initiatives like 'Mon Restaurant Passe Au Durable' or 'My Restaurant Goes Sustainable.'

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.



Restaurant quotes

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

"It would be great to have these recipes created by professional restaurateurs."

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

"A competitive price per portion is certainly critical."

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.



Collaboration with:

