

The Better Tomorrow Plan Case study

Nutrition, Health & Wellness

Our commitment: We will provide and promote varied and balanced food options at all our clients' sites by 2012.

naturall!
FRUIT FOR YOU

Natural! Concept

- Based on fruits and juices
- Encourages the consumption of fresh fruits
- Biodegradable packaging
- Products 100% fruit-based and 100% healthy



WORLDWIDE

"Natural! fruit for you"

As part of its commitment to provide and promote varied and balanced food options, Sodexo has created the "Natural!" food and beverage concept. The offer aims at conveying the benefits of fruit and how it can help the metabolism. Natural! recipes are all based on **100% natural products with no concentrates or added sugar**.

Creating value for our consumers

- **Pleasure benefits:** products are presented in an innovative and original way and are suitable for take away.
- **Health benefits:** Fruit is one of the most important components of our diet. They are main source of vitamin, minerals and fibre.
- **Practical benefits:** all products are designed to make eating easy and fun. They can be eaten quickly and in or out of the cafeteria.

General context

Nutrition is **a foundation for health and development**.

Better nutrition means **stronger immune systems**, less illness and better health. We face a dramatic increase of malnutrition: obesity and its long-term implications such as chronic diseases.

Sodexo serves daily **50 million consumers** and strives to inform them about the **benefits** of a **healthy and well-balanced life**.

One of our nutritional recommendations is to **limit intake of simple sugars**.

2010 Sodexo's key figures:

- **3,328 dieticians** are employed by Sodexo.
- **94% of our countries** have menus and recipes reviewed by a qualified dietician.
- **70% of our countries** have nutritional hotlines or weblines to provide advice for consumers.

The Natural! food concept

Consumers have become more demanding.

Natural! classifies the offer of **more than 100 recipes**, on the fruit's benefits that they provide to our organism and how they can help the metabolism.

**Come back to fruit
in an original &
easy way:**

- Healthy
- Easy
- Tasty
- Ethical



Key figures:

- Present in 15 countries
- Deployed at more than 100 sites

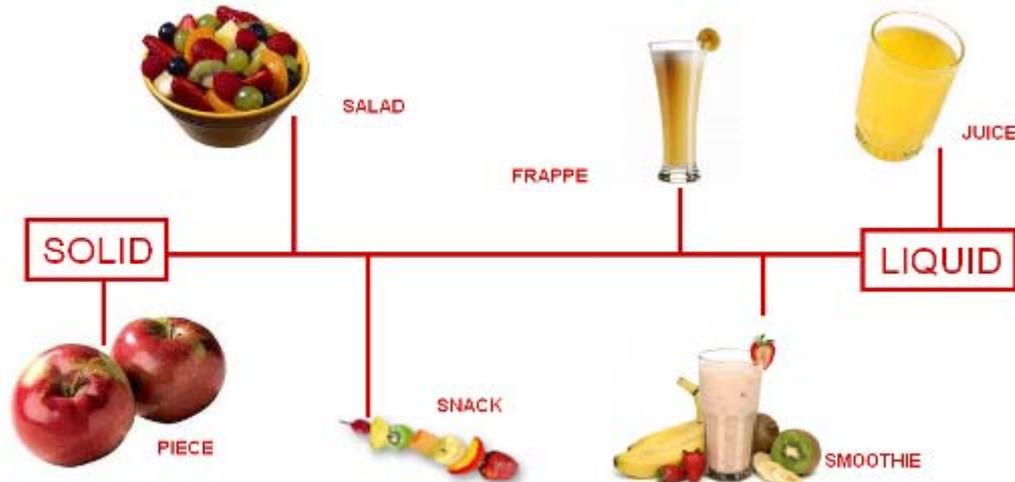


The 6 core values of Natural!



- **Protector:** to increase the bodies defenses
- **Energized:** to increase the energy
- **Rejuvenator:** to rejuvenate the skin
- **Slimmer:** to help to slim
- **Antistress:** to relax the body
- **Detoxifier:** to purify the body.

A variety of fruit options



The "must" of Natural!

- Several references are available;
- Main ingredients are fruit and/or juice;
- Two lines of products: solids and drinks;
- The information available on products and fruits properties make consumers more engaged.

Implementation process

In **2005**, Natural! was created in **Spain**, as an answer to the World's demand in healthy eating.

Natural! concept has been now exported to **more than 15 countries** that have fallen in love with the project, its identity, personality and benefits and among them: **France, Italy, Finland, Singapore, China, the United States, Russia, Turkey, India, Colombia, and the Netherlands.**

Moving forward

- Consolidate Natural! worldwide as a healthy and ethical brand
- Increase the market share with new countries (**5 new countries per year**)
- Develop programs to involve more our staff with the brand and the environment initiatives.

More information

Pablo ELESERU
pablo.elesperu@sodexo.com