

The Better Tomorrow Plan Case study

January 2012

We Do

OUR COMMITMENTS:

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

We Engage

OUR COMMITMENTS:

We will support our clients' sustainability strategy and contribute to strengthening clients' reputation.

We will help consumers to adopt more healthy and sustainable practices.



21 schools have implemented FOOD4U since its launch in 2010



BELGIUM

FOOD4U

In June 2010, Sodexo launched FOOD4U, a food concept created for schools and universities. The goal is encouraging the young generation to pay more attention to food and making them aware about the benefits of healthy, varied and balanced food.

Creating value for our client

FOOD4U is a high quality food service which highlights local and seasonal products while aiming to change the food habits of young people who tend to prefer fast-food. This offer is adapted to the young's lifestyle: it is dynamic, up-to-date and attractive while being sustainable.

General context

There has been a developing student trend away from School catering services in favour of commercial fast food. However, this trend goes against the promotion of good habits about healthy food to the youngest. FOOD4U has been created to **raise young people's awareness about the importance of what they eat** and make them willing to change their habits and have healthy and balanced food.

The FOOD4U concept

Through this program Sodexo is willing to encourage teenagers to adopt healthy and balanced food. To that end, **FOOD4U offers meals at a competitive price and with a trendy design.** It respects young people expectations: taste, value for money and fast service.

FOOD4U is GOOD4U

Healthy products (salads, smoothies, yoghurts, fruits etc.) are promoted with a **green sticker "GOOD4U"** and rewarded with loyalty cards.

Starchy food and not often consumed vegetables are highlighted without forgetting the most popular meals. **Menus are verified by a dietician** to make sure they are consistent.

Today's specials and hot snacks are fully in line with the Sodexo Health Policy and are approved by young people. Products are provided in recyclable packaging to be easily taken away.



16,000 consumers benefit from Food4U

Retention rate is 38%



Pour en savoir plus

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Toward sustainable development

The FOOD4U offer is based on 7 sustainable food principles:

- **Varied, balanced and tasty food choices:** necessary for a balanced lifestyle.
- **Seasonal products:** 60% of seasonal fruits and vegetables for a low impact on the environment.
- **Local products:** 90% of the meat and 70% of the vegetables come from Belgium to reduce transportation.
- **Respect for biodiversity:** 15 endangered fish species have been removed from the menus and forgotten vegetables are introduced such as parsnip and Jerusalem artichoke.
- **Products sourced from sustainable agriculture:** 400 organic products have been globally selected for the offer; involvement in the Organic Week and use of free range eggs.
- **Solidarity:** 150 fairtrade products were selected and partnerships were established with Belgian producers, using a short distribution channel mode (for example: Carrots from Hesbaye which are from Yerne's co-op)
- **Carbon and water footprint reduction:** linked to the proper selection of products used (90% of a kitchen CO² emissions are from raw materials, the rest being preparation and transportation).

Fun and educational activities

Implemented every quarter, the goal is to make young people think more about the food they eat and better understand the benefits. Special posters are displayed, employees wear different coloured aprons and contests are organized. Animations are:

- **Eat well, Feel well:** healthy food and physical exercise
- **Tasting food, Tasting freedom:** focus on world food
- **Fun with food, Food for Fun:** on "The taste of flavours, the pleasure of wellness".

Kidz Menu, a special meal for children

Specially created to respond to children's expectations and needs, the Kidz Menu goes along with a food program with defined meals which have to be followed or validated by a Sodexo dietician. Many events are proposed: Halloween, Carnival, etc.

Moving forward

Offer development: a new design is in progress in partnership with France with new and sustainable materials. The offer will be revised in 2012-2013.

Deployment: already implemented across Belgium, the offer will be extended to other countries such as Spain, Portugal and France...

External Recognition

A nutritional policy has been created in line with the healthy program named "**The taste of flavours, the pleasure of wellness**". It has been adapted to specific targets and applied in all Sodexo restaurants. The Public Health Ministry created a logo for the organizations who apply the Guidelines of the **Belgium National Nutritional and Healthy Plan (PNNS-B)**; Sodexo being part of it.