

# The Better Tomorrow Plan Case study

January 2012

## We Do

### OUR COMMITMENTS:

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

## We Engage

### OUR COMMITMENTS:

We will train and coach our **employees** and engage them in programs and citizenship actions that contribute to a healthier and more sustainable lifestyle.

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

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

We will engage our **suppliers** to improve sustainability in our supply chain and involve them in delivering our commitments.



**Celebrated in 88% of  
Sodexo Quebec's sites**

## CANADA - Quebec

### Nutrition Month

In March 2011, Sodexo celebrated the "Nutrition Month" by staging events throughout the month to promote nutrition, health and well-being and engage clients, consumers and employees.

### Creating value for our stakeholders

This event enabled our clients to highlight their partner's – Sodexo – expertise in terms of nutrition as well as strengthen their image; it enabled our consumers to be better informed about the benefits of a good nutrition and physical exercise; it enabled our suppliers to value their healthy products and last but not least, it offered a great opportunity to our dieticians to share their knowledge.

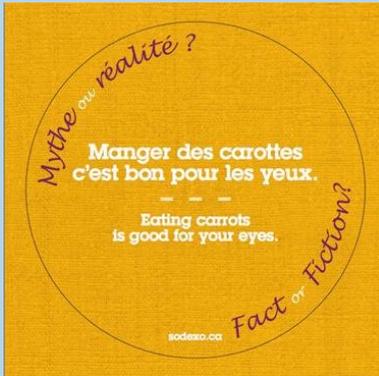
### General context

In Canada, March is designated as the "Nutrition Month" in the entire country in order to reinforce the importance of nutrition and improve health and wellness.

For the last 25 years, the obesity rate has increased from 14% to 23% for Canadian adults. Moreover, the government of Quebec implemented a nutritional policy for schools in 2008, later applied to health care facilities in 2012.

### Objectives of the « Nutrition Month »

- **Be recognized as a nutrition expert** while promoting healthy food and its benefits.
- **Demystify the myths** about food.
- Promote the « **Your Health Your Way®** » program from Sodexo in order to help consumers to do better food choices in our restaurants throughout the year.
- **Raise clients' and consumers' awareness** about the benefits of a good nutrition and physical exercise.
- **Promote new healthy products** available in our restaurants.
- **Value our nutritionists** and make their knowledge accessible to all.
- **Differentiate** Sodexo on the market as the nutrition leader.



## The “Nutrition Month” in action

Kiosks manned by Sodexo dietitians were set up in different locations, including the company’s regional office, to test consumer knowledge.

As an example, the portable “**Fact and Fiction**” Kiosk traveled from site to site and was hosted by Sodexo dietitians. The goal was to demystify popular beliefs and make clients and consumers answer a few simple healthy questions about food such as “Are carrots really good for your eyes?”.

A **conference on healthy food** was animated by a dietician and Sodexo created a newsletter in partnership with a Nutrition PhD which is sent every month to our clients.

## Promoting healthy food choices

Sodexo took the opportunity to encourage vegetables sales and introduce 2 new products.

- **Veggie Day:** Vegetables took center stage every Tuesday as Sodexo encouraged their consumption as a part of a balanced diet, in partnership with Bonduelle. Because access to fresh fruits and vegetables can be limited during the winter months and because we know that frozen vegetables are as good as fresh one in terms of nutritional value, we created “Veggie Tuesdays”, a promotion of frozen vegetables. **Consumption of frozen vegetables increased by 51%** during the promotion period. This set the pace for high fresh vegetable sales and consumption during the spring and summer.
- **New products tastings:** Thanks to Kellogg’s and Yoplait, we introduced and sampled two new products in our kiosks: new yoghurt containing three times more calcium than regular yoghurt and an energetic bar rich in fibers. These products were really appreciated and are still sold today in our restaurants.



25 dietitians engaged

100,000 consumers informed

## Exercise promotion

Several sites hosted an **Xbox virtual dance competition** to promote exercise. The game drew big crowds, especially at corporate and university sites. Winners of the dance competition were awarded an iTunes gift card to keep them dancing.

## Moving Forward

Coordinators and sites managers really appreciated the event and are willing to renew it in 2012. After this big success in Quebec, the initiative will be developed across Canada in 2012. Consumers will be able to discover a game around nutrition and get the chance to enter a competition on the internet. They could win instant gifts or a luxury health spa trip.

## External Recognition

The Sodexo Dietitians Group was honored by the **Order of Dietitians of Québec (OPDQ)** and won the **General Mills “Blé de bronze” award** for its achievements.



[> Watch the Nutrition Month video on YouTube](#)



More information

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