

Paris, 18 March 2008

## Promoting enjoyable and healthy eating for people of all ages Avenance launches three forums in Marseille, Lyon and Paris for Spring 2008

In Spring 2008, Avenance Enseignement and Avenance Santé-Résidences – major contract catering players and subsidiaries of the Elixir Group – are organising for the first time a set of three forums in Marseille, Lyon and Paris. The aim of these new forums is to bring together a panel of experts to debate the fundamental issues of diet and nutrition and discuss how to make healthy eating an enjoyable experience.

Operating in the Education and Healthcare & Seniors sectors, Avenance Santé-Résidences and Avenance Enseignement have built up leading positions in the contract catering and related services markets and are the vector for the Elixir Group's expertise. Their day-to-day objective is to provide their guests – ranging from children, through teenagers right up to seniors – with peace of mind, a balanced diet and an enjoyable dining experience with the overall aim of playing a role in their good health and well-being. The idea of organising a forum with well-known experts on diet and nutrition fits naturally with these objectives and will provide an opportunity to discuss a wide range of nutrition-related issues such as:

- How to encourage children and young people to eat healthily.
- How to improve the diets of the elderly.
- How to reduce the risks of cardio-vascular disease.
- How to have a healthy, varied and balanced diet at any age.

The Avenance Forums – which are being organised in tandem with Avenance's "Talk about Desserts!" competition – will bring together specialists such as doctors, nutritionists, psychologists, consumer behaviour experts and Michelin starred chefs to discuss these essential issues both with each other and the public.

**Three forums will be held in three of France's main cities on 19 and 26 March and 2 April 2008**

**Marseille – Wednesday 19 March 2008 from 3:00 p.m. to 5:30 p.m. at the Sofitel du Vieux Port Hotel**

### Expert panel:

**Laurent Chevallier**, Nutritionist – Montpellier University Hospital

As a practicing nutritionist based at Montpellier University Hospital, Laurent Chevallier is responsible for the Nutrition departments at several clinics and is also the supervisor of the University Diploma in Phytotherapy awarded by the Montpellier University Faculty of Medicine. He is the author of several books including *Let Food Be Your Medicine (Que votre alimentation soit votre première médecine)*, *Healthy Meals (Votre assiette santé)*, *Healthy Eating for Kids (L'Alimentation des p'tits loups)* and *Learning the Truth About Food (Imposture et vérité sur les aliments)* which highlights the harmful impact of chemicals found in current foodstuffs.

**Pascale Hébel**, Consumer Research Director at CREDOC

Pascale Hébel carries out research into the eating habits of French consumers at the Living Conditions Research and Monitoring Centre (CREDOC).

**Michelle Le Barzic, Clinical Psychologist**

Michelle Le Barzic is a psychologist in the Nutrition department of Hôtel Dieu hospital in Paris. Much of her work is based on reintroducing the "emotional aspect" of eating and rediscovering how to enjoy food.

**Dominique Frérard, Chef at the "Les Trois forts" restaurant**

Dominique Frérard is the Chef at the gourmet restaurant, Les Trois Forts in the Sofitel Hotel at Marseille, and is also a member of the prestigious association of French chefs, *Les Maîtres Cuisiniers de France*.

**Avenance representatives:**

**Isabelle Chiron**, Regional Manager of Avenance Santé and **Pierre Bonnabaud**, Regional Manager of Avenance Enseignement.

**Lyon – Wednesday 26 March 2008 from 3:00 p.m. to 5:30 p.m. at the Paul Bocuse Institute**

**Expert panel:**

**Laurent Chevallier**, Nutritionist – Montpellier University Hospital

**Pascale Hébel**, Consumer Research Director at CREDOC

**Michelle Le Barzic**, Clinical Psychologist

**Guy Lassausaie, Chef at the "Lassausaie" restaurant**

Guy Lassausaie is the Michelin-starred chef who owns the Lassausaie restaurant. He won the prestigious title of *Meilleur Ouvrier de France* in 1993 and has chaired the Lyon-based Chefs' Association, *Les Toques Blanches Lyonnaises*.

**Hervé Fleury, Managing Director of the Paul Bocuse Institute**

Hervé Fleury is the Managing Director of the Paul Bocuse Institute which each year takes in some 300 students from over 40 countries, training them in traditional French culinary and hospitality skills.

**Avenance representatives:**

**Loïc Hébert**, Regional Manager of Avenance Santé and **Giles Patin**, Regional Manager of Avenance Enseignement.

**Paris – Wednesday 2 April 2008 from 3:00 p.m. to 5:30 p.m. at Paris Victoire Business Centre**

**Expert panel:**

**Jean-Michel Lecerf**, Head of the Nutrition department at the Pasteur Institute in Lille

In addition to his role as Head of the Nutrition department at the Pasteur Institute in Lille, Doctor Jean-Michel Lecerf is a specialist in endocrinology and metabolic diseases. He is also an Associate Professor at the Lille Science and Technology University and a Consultant for Lille University Hospital. He has written some 350 scientific articles and several books on nutrition, diabetes, cholesterol and obesity including *Nutrition, Weight and Obesity (Poids et Obésité)* and *Healthy Dishes (Envie de santé dans l'assiette)*.

**Pascale Hébel**, Consumer Research Director at CREDOC

**Michelle Le Barzic**, Clinical Psychologist

**Eric Fréchon, Chef at the restaurant of the "Le Bristol" hotel**

Having learnt his craft in prestigious establishments such as the Crillon Hotel in Paris, Eric Fréchon is now a two-starred Michelin chef. He won the *Meilleur Ouvrier de France* title in 1993 and has recently taken the helm at the restaurant of the "Le Bristol" hotel.

**Avenance representatives**

**Pascal Bailleul**, Chief Operating Officer of Avenance Santé, and **Alain Hiff**, Managing Director of Avenance Enseignement.

Today, eating habits are changing rapidly and vary widely between generations. In the last twenty years childhood obesity has increased by 20%\* and prevention initiatives have become a major public health focus. Although 91% of the French population put health at the top of their daily priority list, it is frequently difficult to achieve a balanced and healthy diet as there is such a profusion of often contradictory information available.

\* Source Inserm 2000

\*\* BVA/Protéines survey – January 2007.

### **About Avenance**

**Avenance Santé-Résidences**, the catering specialist in the Elior Group's Healthcare & Seniors sector, provides catering solutions for patients in healthcare institutions, disabled people, and seniors in both retirement homes and their own homes. It offers a range of different catering formats adapted to its guests' daily lives and healthcare requirements including the "Patient's itinerary (*Itinéraire du patient*)", the "Growing Old Gracefully Restaurant" (*Restaurant du bien vieillir*) and the "Easy-toEat" concept (*Faciles à manger*). In 2006-2007, Avenance Santé-Résidences served some 34 million meals in 600 establishments.

The Elior Group subsidiary **Avenance Enseignement** is the leading contract caterer in the Education sector in France, serving 795,000 meals each day in 4,900 restaurants. As well as serving school meals, Avenance Enseignement provides catering services for vacation and day-care facilities and for school trips, and also prepares and delivers meals to nurseries and to people in their own homes. Avenance draws on the experience and know-how of the Elior Group in terms of purchasing, food safety, culinary techniques and product innovation.

### **About Elior**

Founded in 1991, Elior ranks third in the European contracted foodservice and related services market, holding leading positions in Contract Catering & Facilities Management, and Concession Catering & Travel Retail. Each day, Elior's 63,000 employees serve 2.8 million guests at some 13,500 restaurants and outlets in 15 countries. Elior is active in the Business & Industry, Education, and Healthcare & Seniors sectors, as well as travel (airports, railway stations and motorways), and leisure & culture (museums and exhibition centres). For further information please visit [www.elior.com](http://www.elior.com).

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