

May's the time for putting the art back into food on [www.macantoche.org](http://www.macantoche.org)!

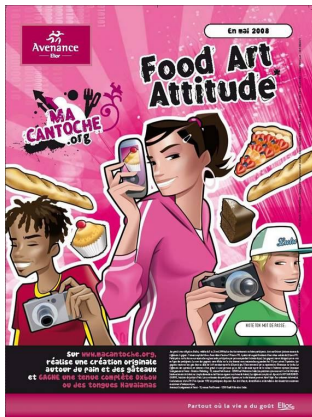
## Avenance Enseignement launches "Food Art Attitude", a new competition on [www.macantoche.org](http://www.macantoche.org) – the company's mini website specially designed for teenagers

Paris, 13 May 2008 – Avenance Enseignement, the leading contract caterer in the Education sector in France and a subsidiary of the Elixir Group, has launched its fourth competition on the company's fun and fast-moving website, [www.macantoche.org](http://www.macantoche.org). Running from 5 to 26 May 2008, this new competition is entitled "Food Art Attitude" and is aimed at budding young artists. Candidates will be asked to give free rein to their imagination to create a work of art based on bread and pastries and to submit their entries through the website.

### "Food Art Attitude" – an intelligent competition

The competition is based on bread, which is one of the world's oldest foods and still forms part of our staple diet. It is aimed at secondary school students who will be given the opportunity to show off their artistic talents – and maybe become the new Arcimboldo – while learning more about bread, its history and its uses.

### How does it work?



**1/ Participants log on to [www.macantoche.org](http://www.macantoche.org)** and enter their school's password.

**2/ They can then take part in one of two ways:**

- By creating a work of art based on bread and/or pastries and sending in a photo, or by designing a computer-based montage.
- By voting for the best artworks posted online.

The work that receives the most votes will be declared the "best creation".

The overall winner will be fully kitted out with an Oxbow outfit and the 6 runners-up will win a pair of Havaianas flip flops.

## The [www.macantoche.org](http://www.macantoche.org) website

Launched by Avenance Enseignement in October 2007, [www.macantoche.org](http://www.macantoche.org) is an innovative mini website totally dedicated to teenagers. Its content is both fun and educational and is aimed at interactively getting across information and advice on healthy eating.



The following are available on [www.macantoche.org](http://www.macantoche.org) all year round:

- Nutrition tests which are used to create personal food profiles
- Anecdotes on teenagers' favourite food
- Topical issues

The site is structured around specific events and games. “**Food Art Attitude**” is the fourth competition of its kind, coming after “Remix your Canteen”, “The Slam Jam” and “Surf & Search”.

*“The ‘Food Art Attitude’ competition is the ideal opportunity for school children to try out their artistic abilities while learning more about food – particularly bread and its essential role in our diet. Through this competition they will be able to read anecdotes about the history of bread and find out what’s really behind some generally accepted ideas”, says Laurence Sammuri, Operational Marketing Manager at Avenance Enseignement.”*

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### About Avenance Enseignement

The Elixir 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. Avenance Enseignement’s clients are state-run and private schools – including nursery, primary and secondary schools – as well as universities, and its guests are pupils, students and staff. In addition to providing school catering services, Avenance Enseignement serves meals in 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 Enseignement draws on the experience and know-how of the Elixir Group in terms of purchasing, food safety, culinary techniques and product innovation.

With over 40 years’ experience, Avenance Enseignement puts its expert food skills to the service of its clients, offering all of its guests – ranging from the youngest to the eldest – quality food, a balanced diet and nutritional ingredients. Avenance Enseignement aims to make each meal a special time that combines learning with relaxation. In particular, it strives to encourage children to taste new flavours, adopt best food practices, become more self-reliant, and at the same time interact with others.

### About Elixir

Founded in 1991, Elixir ranks third in the European contracted foodservice and related services market. For further information please visit the Elixir website at [www.elior.com](http://www.elior.com).

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