

March, 5th 2008

Avenance launches the “Talk about desserts!” competition – Using recipes to bridge the generation gap

In 2008, Avenance – a major player in contract catering and a subsidiary of the Elixir Group – is holding another "Talk about..." competition for the fifth year running. After 4 years dedicated to soup recipes, this year the selected primary school children and seniors will work together to create a fruit-based dessert.

Together with soups, desserts are the perfect idea for a culinary event involving both seniors and children, as they are visually appealing, tasty and easy to eat as well as being a favourite with everyone. They also come in various shapes, sizes and themes, such as fruit for this year's competition.

REACHING OUT ACROSS GENERATIONS

Residents in the 250 retirement homes where Avenance Santé-Résidences is responsible for catering services will be invited to propose a fruit-based dessert recipe which they either grew up on or which their grandchildren love.

The Avenance chefs in each retirement home will then prepare the proposed desserts and serve them to the other residents who will choose the best one. The ten best recipes in each region will subsequently be selected by a professional pastry chef partnering the event and the creators of the recipes will be invited to represent their retirement homes by preparing their desserts at a regional final.

At the same time, **30,000 9-to-10 year-old pupils from 800 primary schools** whose meals are prepared by Avenance will be encouraged to draw a picture on the theme "Fruit – my hero". The winning artists will then be invited to attend the regional final and spend the day with the seniors who will be preparing their desserts.

7 REGIONAL FINALS ATTENDED BY WELL-KNOWN PASTRY CHEFS

At the regional final, each child will be allocated a “grandparent for the day” who they will help in the kitchen to prepare the dessert. The three-person team made up of a child, a senior and an Avenance chef will then present their dessert to a jury comprising well-known people from the world of gastronomy.

The renowned chefs who will be attending the 7 regional finals scheduled to take place between 5 March and 2 April 2008 will be as follows:

Thierry Mulhaupt at Colmar on 5 March
Patrick Raymond at Toulouse on 12 March
Michel Galloyer at Angers on 12 March
Jean-Pascal Leroy at Lille on 19 March
Cédric Léridon at Marseille on 19 March
Sébastien Bouillet at Lyon on 26 March
Pierre Hermé at Paris on 2 April

As well as being a fun and educational experience this competition is a way of helping elderly people to feel less isolated while giving them the opportunity to share their memories and savoir-faire with young children.

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 725,000 meals each day in 4,000 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, cooking techniques and product innovation.

About Elior

Founded in 1991, Elior ranks third in the European contracted foodservice and related services market. The Group enjoys major positions in Contract Catering & Facilities Management, and Concession Catering & Travel Retail. Its 60,000 employees serve 2.6 million customers daily at over 13,000 restaurants and points of sale in 14 countries. Elior is active in the Business & Industry, Education, Healthcare and Senior sectors, as well as travel (airports, railway stations, motorways), leisure & culture (museums, exhibition centres). The Group recorded turnover of €3,001.7 million in 2006. For further information : www.elior.com

Contacts:

Carla Sauvet – Media Relations Manager

Tel: + 33 (0)1 40 19 47 37 Fax: + 33 (0)1 40 19 47 12

carla.sauvet@elior.com