

From 10 to 31 March it's time to surf on [www.macantoche.org](http://www.macantoche.org)!

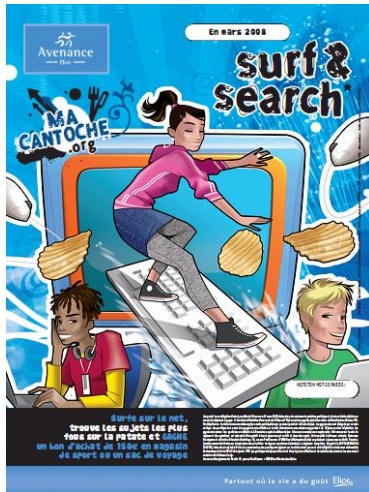
**Avenance Enseignement launches "Surf & Search", a new competition on [www.macantoche.org](http://www.macantoche.org) – the company's mini website specially designed for teenagers**

*Paris, 10 March 2008 – Avenance Enseignement, the leading contract caterer in the Education sector in France and a subsidiary of Elixir, has launched a new competition on [www.macantoche.org](http://www.macantoche.org) called "Surf & Search". Running from 10 to 31 March 2008, "Surf & Search" is a fun and proactive competition that highlights the nutritional qualities of potatoes and encourages participants to learn from one another. The [www.macantoche.org](http://www.macantoche.org) website is exclusively geared to teenagers, helping them to learn about healthy eating while sharpening their sense of curiosity and community spirit.*

#### **Surf & Search: a fun and educational game**

2008 has been declared the International Year of the Potato by the United Nations. To mark the occasion Avenance Enseignement has organised a fun and educational game for secondary school children lasting from 10 to 31 March, during which they can discover all sorts of anecdotes and information on this everyday food and enjoy themselves at the same time.

#### **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 finding the "wackiest" idea about potatoes.** Participants just have to surf the web (a favourite teenage pastime) and find a crazy story, photo, picture or video then post it on [macantoche.org](http://macantoche.org).

→ **By voting for the best idea(s) posted online**

The idea that wins the most votes will be declared the "best discovery".

The overall winner will receive either a **€150 gift voucher** for a sports shop, or a **travel bag**.

## 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. "Surf & Search" is the third competition of its kind, coming after "Remix your Canteen" and "The Slam Jam".

*The "Surf & Search" competition is the ideal opportunity for school children to discover the hidden attributes of the potato – an everyday food that they love. Our mini website [www.macantoche.org](http://www.macantoche.org) combines games, forums, advice and educational information. Throughout the year we devise fun events to openly inform teenagers and raise their awareness about nutrition. [www.macantoche.org](http://www.macantoche.org) is their own special site, with blogs, interactive votes and forums that teenagers like and feel comfortable with", says **Caroline Dubilly – Head of Marketing at Avenance Enseignement.***

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## About Avenance

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. 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 facilities, Avenance Enseignement serves meals in 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.

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 Elior

Set up in 1991, Elior ranks third in the European contracted foodservice and related services market. Further information is available at [elior.com](http://elior.com)

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