

Empowering Restaurateurs: METRO France's Initiative to Encourage Sustainable Menus



Results of the 2nd year of the joint initiative, 'Mon Restaurant Passe Au Durable' (My Restaurant Goes Sustainable)

**on a selection of products making up the recipes - Sept. 24*

The **CGF Healthier Lives Coalition**, in partnership with **METRO France** and seven major food brands, introduced **16 recipes** to promote healthier, sustainable, and more accessible dining options.

- 🌿 Nutritious, vegetarian recipes
- € 3 euros per portion price point
- ☰ Easy-to-follow food waste tips

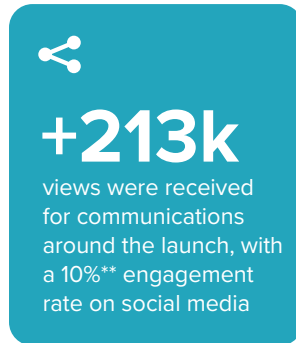


Significant increase in shared value from Sept 2023 to Sept 2024



**after shared value*

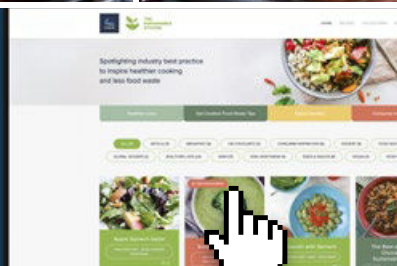
Consumer Engagement Results



***Higher than the industry average of 2-5%*



All recipes are on the CGF's [Sustainable Kitchen website](https://www.tcgfhealthierlives.com), which aims to promote healthier consumer habits and food waste reduction.



www.tcgfhealthierlives.com

Collaboration with:

