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

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7%*

turnover (Year-over -Year) YOY



+9.7%*

volume of products sold as part of the initiative



+8.3%*

customer increase

*after shared value

Consumer Engagement Results



+213k

views were received for communications around the launch, with a 10%** engagement rate on social media



+34k

industry professionals received promotional emails containing the recipe book



+140k

people received METRO France's nation-wide catalogue featuring the initiative

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











All recipes are on the CGF's Sustainable Kitchen website,

which aims to promote healthier consumer habits and food waste reduction.



www.tcgfhealthierlives.com













