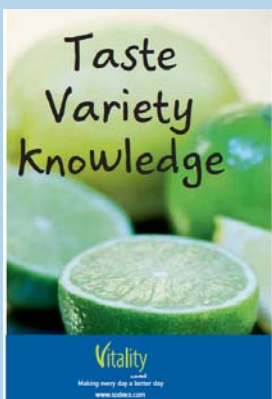


The Better Tomorrow Plan Case study

Nutrition, Health & Wellness

OUR COMMITMENT: We will provide and promote varied and balanced food options at all our clients' sites by 2012.



**More than 500 sites
in 10 European countries**

Consumers preferences

- **Main dish:** 320 to 550 kcal
- **25g fat per plate**
- **Rich in carbohydrates**
- **High-quality oils**
- **Herbs and Spices instead of salt**
- **Recipes nutritional value elaborated by a dietician**
- **A recommendation for starters and desserts.**

EUROPE

Vitality, a healthy and balanced food offer

Developed for company restaurants in 2006, Sodexo's Vitality offer is now available at more than 500 sites in Europe. The concept is simple: raising consumer awareness about the importance of a healthy and balanced diet and thereby contributing to their general wellbeing.

Creating value for our clients

Poor eating habits at lunch time can negatively affect employee well-being, which impacts productivity. In response, we not only offer lighter meals, we also educate our clients and consumers about the long-term benefits of eating more balanced meals in general, not just the lunches we serve.

The food concept



In blending pleasure and understanding, our **Vitality** offer shows that eating healthy can also mean eating well.

Vitality **recipes are adapted to appeal to the varying tastes and expectations** of each client's consumers in different European countries, the original concept remains the same: **so well balanced that you can have it everyday!**

The Vitality offer is built around three key aspects:

- **Taste:** Vitality recipes use herbs, spices or lemon to make dishes rich in taste while avoiding salt and fats;
- **Variety:** each person's imagination is stimulated by using several varieties of the same product (different colored peppers, different kinds of lettuce or varied tastes based on cooking methods);
- **Culinary and nutritional information:** consumers are provided with detailed information about the nutritional qualities of Vitality dishes as well as general information cards (product descriptions, recipes and cooking techniques) or, at some sites, short presentations on video screens.

In company restaurants featuring the offer, chefs present the main course in a **designated area** and Vitality starter courses and desserts are clearly labeled among the menu choices.



Moving forward

- Offered at **more than 500 sites in Europe (France, Italy, Germany, Austria, Sweden, Spain, Portugal, Russia...)**
- Our target is to have **20+ new implementations** by 2011.
- **Hungary** will be the next country joining those countries which have deployed Vitality.