



Press release
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In its capacity as the coordinator of the FOOD program (Fighting Obesity through Offer and Demand), in 2018 Edenred surveyed more than 25,000 employees and 1,400 restaurant owners in eight European countries (Austria, Belgium, Czech Republic, France, Italy, Portugal, Slovakia, and Spain) on the subject of eating during the working day. The seventh FOOD barometer survey has highlighted a number of trends: the sharp increase in demand for healthy and balanced meals, the increasingly important role companies could play in order to improve their employees' well-being and the interest generated by technology to encourage healthy eating.

Taking the time for a lunch break remains the norm, with some variations among countries

According to the FOOD barometer survey, almost **75%** of Europeans take the time for a lunch break (**+5 pt since 2014**), although **27%** of them often eat at their desks. **94%** of Belgians regularly eat at their workplace whereas in France the midday break is sacrosanct. Indeed, **26%** of French employees go out have lunch in a restaurant regularly, with proximity and price being the key factors, as is the case with **39%** of Italian employees and **34%** of Slovakian employees, who eat at a restaurant to take advantage of the healthy, freshly cooked food.

The healthy trend is gaining ground in Europe

One of the main changes seen since the launch of the barometer survey, is greater awareness of the importance of a healthy and balanced diet, even during working hours. In 2013, only **28%** of Europeans chose a restaurant based on healthy menus; today **43%** pay attention to eating a healthy diet (**+15 pt**). This criterion is even more important in Austria, where **49%** of respondents state that healthy menus are very important when choosing an eatery.

The influence of new technologies

In an ever more connected world, can new technologies help us eat more healthily? The answer here is 'yes' for **51%** of European employees, convinced that new

technologies can help them to achieve a more balanced diet. Nevertheless, disparities exist between the various countries, as only **41%** of French employees state that the use of a mobile application would help them improve the quality of their diet while this figure reaches **62%** in Spain.

The increasingly significant part played by companies

The wish to eat more healthily is also being accompanied by another trend: employees feel that their employer should contribute to their well-being. Today, **72% (+43 pt since 2016)** of European employees feel that a company should help its employees eat healthily and improve well-being at work via various types of initiatives, such as fruit baskets for example. A total of **33%** of employees would like to have access to a network of restaurants offering balanced menus. **60%** of European employees also feel that the company could contribute to their well-being by providing access to sports centers for staff, with this figure rising to **72%** in France.

And the restaurants?

The restaurants are naturally the first to observe these new trends. In Spain, **69%** of restaurant owners have noted a higher demand for balanced dishes in comparison with 2017. To keep pace with this new demand, restaurant owners are providing more information and training, and adapting their menus. Today, **55%** of restaurant owners in France state they can they could learn some more about balanced nutrition. Faced with the emergence of new technologies **41%** of European restaurant owners feel that new technologies could help them in the preparation of new healthy dishes, compared with **39%** last year. However, the barometer survey has revealed disparities between the various countries. In the Czech Republic only **27%** of restaurant owners feel that new technologies could help improve their cooking habits while **66%** of them are of this opinion in Portugal.

“Health stands at the heart of everyone’s concerns and food is one of its crucial pillars. It is interesting to observe how much employers and employees are actually aware of this fundamental aspect of well-being. Restaurant owners’ offer is increasingly meeting the high demand of consumers who often decide where they will have lunch based on nutritional quality. Lunch break is no longer a mere break in a workday; it is a way of treating yourself to a savory, balanced, and invigorating dish” confirms nutritionist Sylvie Dejardin.



Edenred is the world leader in transactional solutions for companies, employees and merchants, with business volume of more than €26 billion generated in 2017, 78% of which was through digital formats. Whether delivered via mobile, online platform, card or paper voucher, all of these solutions mean increased purchasing power for employees, optimized expense management for companies and additional business for partner merchants.

Edenred's offer is built around three business lines:

- Employee benefits (Ticket Restaurant®, Ticket Alimentación, Ticket Plus, Nutrisavings, etc.),
- Fleet & Mobility solutions (Ticket Log, Ticket Car, UTA, Empresarial, etc.)
- Complementary solutions Corporate Payments (Edenred Corporate Payment), Incentive and rewards (Ticket Compliments, Ticket Kadéos), and Public social programs.

The Group brings together a unique network of 44 million employees, 700,000 companies and public institutions, and 1.5 million merchants.

Listed on the Euronext Paris stock exchange and part of the CAC Next 20 index, Edenred operates in 45 countries, with close to 8,000 employees.

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The FOOD program - Fighting Obesity through Offer and Demand - is a public-private partnership launched in 2009, which seeks to tackle the problem of rising obesity in Europe. Launched as an experimental project in 6 countries (Belgium, Czech Republic, France, Italy, Spain, and Sweden), it has since become a program and has been extended to Slovakia, Portugal, Austria and recently Romania. Its main objective is to raise awareness among employees and restaurant owners of the importance of a healthy and balanced diet, and to adapt supply to demand. Practical tools and resources have been created for this purpose.

As part of this program, European "barometer" surveys have been organized each year to better understand and analyze societal changes and the needs of employees and restaurants.

Edenred is the coordinator of the FOOD program and uses its unique Ticket Restaurant® food voucher network to reach its target groups.

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