

April 28, 2016



## ***THE IDEAL MEAL SURVEY: FROM FRANCE TO BRAZIL, DO WE TAKE THE TIME TO EAT WELL?***

How long does a Brazilian spend over lunch compared to a French person? How is the lunchbreak perceived from one continent to another? Where do employees tend to eat? Is food a matter of health or pleasure for them? Edenred is publishing the results of its survey “What is your ideal meal?”, conducted among 2,500 of its employees in 14 countries worldwide. Its aim? To gain a greater understanding of the cultural particularities concerning food, to help tailor its initiative of promoting a healthy diet that began over a decade ago with the Ideal meal program. And it’s a survey that reveals the diversity of our eating habits.

### **The lunchbreak: a core component of well-being at work**

**What makes a successful lunchbreak? It’s mainly about having a reasonably long break in the working day.** After all, the length of lunchbreaks may vary from one country to another, but the majority of those interviewed take at least 30 minutes and, in the case of Brazil and France, more than three quarters of an hour. Where this is not the case, the reasons are often cultural. Take the UK, for instance, where lunch is simply not the main meal of the day: consequently, some 73 % of employees take less than 30 minutes.

**And according to 41 % of our interviewees, this time spent on the lunchbreak is seen as an important time for relaxation,** much more than as a physical need, which only takes precedence in countries where GDP is lower, or as a time for sharing with others, which in many cases is reserved for the personal life, over dinner.

**For this reason, half of the countries surveyed prefer to go out and lunch at restaurants,** with the exception of the English-speaking world, where delivery services thrive. 9 out of 10 Italians, in contrast, dine out for lunch several times a week.

**Having said that, time is counted during the lunchbreak and should never be wasted!** That’s why nearness is the main criterion when answering the age-old question “Where shall we eat today?”, followed by speed of service (77 %) and price (75 %), hence the success of food trucks, which meet all three of these criteria.

## LUNCH IN 3 WORDS

When Edenred employees were asked about their ideal meal, three main categories stood out:

### #FOOD



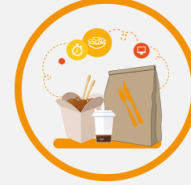
Those whose chief concern is what's on the plate (Czech Republic, France, Greece and Italy)

### #CONVIVIALITY



Those who care most about who else is there (Brazil, Germany, Japan, Mexico, Romania, Venezuela)

### #CONVENIENCE



Those who opt for easiness (Belgium, Poland, United Kingdom, United States)

## Healthy eating an important concern

**Outside of work, the meal remains a key moment in employees' days: three quarters of respondents don their aprons at least three times a week**, confirming the trend for *Do It Yourself*, including in the kitchen. As for the other options, namely delivery and ready meals, these remain popular in the UK, Japan, Brazil, Mexico and, above all, in the United States. Just 36 % of Americans consider the major subject related to food in their country to be **the influence on their health** – instead describing their diet as a requirement for the satisfaction of their appetite (compared to 54 % across the panel as a whole). This effect on health is also mentioned more in European countries or those with high purchasing power (United States, Japan), whereas access to food to meet their basic requirements is referred to more by Mexicans and Venezuelans.

## Learning to eat well starts at home

**One of the main lessons concerning diet outside the workplace is that education on healthy eating is definitely something which needs to be learnt from your family.** 89 % of respondents feel it's the family that's responsible, compared with 53 % for the media and 52 % for schools, far ahead of the public authorities, whom only a quarter of respondents name among the three key players in this regard.

## And what about France?

**As a country renowned for good food, the French hold their lunchbreak dear, including when they're at work:** with almost one in two French people taking over 45 minutes at lunchtime, it's the country that spends most time on this relaxing daily routine (whereas only 38 % of the French spend over 45 minutes on dinner). The French also tend to opt for the restaurant, with three quarters of them lunching out at least once during the working week, compared with just over a quarter who bring their own food from home.

### WHAT IS THE IDEAL FRENCH PLATE?



**France is also the country where the link between food and the environment is strongest:** 15 % of employees there think that the impact of food consumption upon the environment is a major concern, compared to a global average of 5 %. This could explain the high proportion (nearly a third) who take organic labelling into account when making their grocery shopping.

**A final French particularity is that they see the employer as one of the key players in food education**, a finding that serves to strengthen the legitimacy of the healthy eating promotion program being conducted by Edenred.

**YOU CAN VIEW THE FULL SURVEY [HERE](#)**

### FOCUS ON EDENRED'S IDEAL MEAL PROGRAMME IN 2015

Edenred, which invented the Ticket Restaurant® and Ticket Alimentation® solutions, plays a pivotal role in relations between restaurant owners, employees and companies, and can act in concrete terms to facilitate healthier eating choices.

For the past 10 years, the group has therefore been promoting a good dietary balance and is committed to combating obesity through various actions: national and transnational programs and a special collective action day within the group.

**18** countries have a promotional program encouraging better food choices, not only for employees of the group but also for its stakeholders.

**28** countries are taking part in the 3<sup>rd</sup> edition of the *Ideal meal Day*, an event organized by the group in order to promote healthy eating.

The *Ideal Meal Day* has helped raise the dietary awareness of **5,000,000** workers, **123,000** companies and **4,978** Edenred employees.



### About Edenred

*Edenred, which invented the Ticket Restaurant® meal voucher and is the world leader in prepaid corporate services, designs and manages solutions that improve the efficiency of organizations and increase the purchasing power of individuals..*

*By ensuring that allocated funds are used specifically as intended, these solutions enable companies to more effectively manage their:*

- **employee benefits** (Ticket Restaurant®, Ticket Alimentación, Ticket CESU, Childcare Vouchers, etc.)
- **expense management** (Ticket Car, Ticket Clean Way, Repom, etc.)
- **incentive and rewards** (Ticket Compliments, Ticket Kadéos, etc.)

*The Group also supports public institutions in managing their **social programs**.*

*Listed on the NYSE Euronext Paris stock exchange, Edenred operates in 42 countries, with more than 6,300 employees, nearly 660,000 companies and public sector customers, 1.4 million affiliated merchants and 41 million beneficiaries. In 2015, total issue volume amounted to €18.3 billion.*

*Ticket Restaurant® and all other trade names of Edenred programs and services are registered trademarks of Edenred SA.*

**Follow Edenred on Twitter: [www.twitter.com/Edenred](http://www.twitter.com/Edenred)**

**Follow Edenred's corporate social responsibility policy on Twitter: [www.twitter.com/IdealEdenred](http://www.twitter.com/IdealEdenred)**

## EDENRED CONTACTS

Anne-Sophie Sibout  
+33 (0)1 74 31 86 11  
[anne-sophie.sibout@edenred.com](mailto:anne-sophie.sibout@edenred.com)

Astrid de Latude  
+33 (0)1 74 31 87 42  
[astrid.delatude@edenred.com](mailto:astrid.delatude@edenred.com)

Amandine Monteil  
+33 (0)1 74 31 86 25  
[amandine.monteil@edenred.com](mailto:amandine.monteil@edenred.com)

