



Villeneuve d'Ascq, the 14th of December 2017

**Christophe Bonduelle, Chairman of the Bonduelle Group, received on the 13th of December, the Prize for "Personality of the Year" during the LSA 2017 Innovation Awards Ceremony.**

*Chairman of the family business since 2001, Christophe Bonduelle, has been pursuing the diversification of the business mix of the Group as well as its geographical locations, hence focusing on innovation and long-term sustainability. Early 2017, he notably managed with success the acquisition of the American company: Ready Pac Food. A transforming transaction that makes the Bonduelle Group the leader in single-serve salad bowls in the US. The stability of the company, its societal commitment and its innovation strategy were what convinced the jury, made of 40 mass market professionals.*

#### **Bonduelle : A family, a company, a brand**

Before being a brand, Bonduelle is first and foremost the story of a family-owned company that has persisted by constantly improving and updating its products and its image. For more than 160 years, the company has been run by the same family, focusing primarily on a long term strategy. If the company was founded in Renescure, North of France, the brand was only created in 1947. The brand is now a trustworthy reference for European, former CIS and Brazilian consumers. Christophe Bonduelle, Chairman, leads a successful sixth-generation family company.

The Bonduelle Group has gradually become worldwide leader in ready-to-eat vegetables. Its vegetables, grown on 128,000 hectares, are sold in 100 countries through various distribution channels using all technologies available: canned, frozen, fresh-cut, delicatessen prepared salads and snacking.

#### **One ambition; To be the world reference in "well living" through vegetable products.**

As of 2012, the Group implemented a programme called "VégéGO !" which reiterates the basis of the corporate responsibility policy and the Group's business orientations up to 2025: respect the planet, encourage the development of men & women, develop the brands and products in all their forms and ensure the organisation is customer-oriented. Bonduelle's ambition is to feed the world in a more sustainable way, without adversely affecting the renewal of resources: a real challenge for the agro-industrial industry that the Group and its chairman tackle every day.

The Légumiô Pasta innovation was also honoured

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In the category "Consumer Consumables - Salty Grocery", the new range, Légumiô Pasta also received an award at the ceremony.

Entirely novel, in the shape of paste and without gluten, Bonduelle is offering 3 new references made of 100% dried vegetables and vegetables, available in 3 shapes, 3 colours and 3 flavours. A healthy tasty innovation that is a perfect alternative to starch food and encourage eating more vegetables.

The jury was not only seduced by the originality and innovative aspect of the product but also by the benefits it brings to consumers, who are constantly looking for healthy, tasty and easy to cook products.

[www.bonduelle.com](http://www.bonduelle.com)

 @Bonduelle\_Group

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