



## **1853–2023: the Bonduelle Group celebrates 170 years and unveils its new visual identity**

**Few companies reach the 170-year milestone! Among them is Bonduelle, a group that leverages the firm foundations of a long-standing family business while looking ahead with the aim of building a more plant-based future.**

**The Bonduelle Group is taking this opportunity to alter its visual identity by revisiting its iconic Bonduelle logo.**

In 2023, Bonduelle is celebrating 170 years of an incredible family-driven entrepreneurial journey! Bonduelle is first and foremost a family business underpinned by solid values passed down from generation to generation and a strong sense of innovation, helping the Company to best meet consumer needs.

Several years ago, Bonduelle adopted a mission statement that guides its strategic decisions and embodies its desire to support the transition toward plant-based food: *“We inspire the transition toward a plant-based diet to contribute to people’s well-being and planet health.”*

To illustrate and exemplify its mission, Bonduelle has decided to alter the visual identity of both the group and its consumer brand..

The new group visual identity is intended to reflect Bonduelle as it is today by marking its commitment to the plant-based revolution. The visual identity also highlights the reassuring stability of a long-standing family business that is celebrating its 170-year anniversary while preserving strong ties to the consumer brand in order to optimize visibility.

The brand’s codes have been updated while remaining recognizable on Bonduelle products. The typography, green and yellow colors and arch, which are all distinctive signs, have been kept, along with the iconic letter ‘B’ for the Bonduelle family. The logo also features new elements such as a leaf and seeds, symbolizing the expansion beyond vegetables alone towards plant-based food.



**Changes in the Bonduelle Group visual identity:**

**Group**



**Consumer brand**

