

**Bonduelle**<sup>®</sup>

**LET GOOD WIN**





## LET GOOD WIN

Eating well is a choice, and a dilemma.

Should you prioritise health or pleasure?

Pay attention to your budget or the planet?

Cook from scratch or save time?

Preparing a meal that ticks all the boxes (tasty, affordable, balanced and environmentally friendly) is no easy task.

Although deep down, you want to.

You want to eat healthily, indulge and share moments with loved ones.

This is exactly why Bonduelle has taken a stand in 2026.

Drawing on a long family history, for more than 170 years, the brand has been advocating the simple pleasure of plant-rich products at the heart of affordable yet indulgent diets, always anchored in the present.

More than 100 years after launching its first tinned peas, Bonduelle is relaunching itself to reconnect with consumers' habits and expectations.

With the new campaign "*Let good win*", the brand reaffirms its conviction that you can combine *good* for the health, *good* for the planet and *good* to eat.

When sitting down for a meal, one thing should always win out. *Good.*



## GOOD IS DESIRABLE

“Vegetables and plant-rich production can be good for you, affordable and enjoyable.”

### SHARING A CONVICTION

For decades, Bonduelle has built its brand on the conviction that **vegetables and plant-rich production can be good for you, affordable and enjoyable**. To guide consumers in their choices, good must be more than a promise. It needs to be **easy to understand and recognise, as well as appealing**.

In 2026, the brand took another step in making this conviction a reality by updating its identity and core messages. The aim: **make good clearer, more impactful and more closely aligned with consumer expectations**.

### CONNECTING TO CONSUMER HABITS

To accompany this transformation, communications agency Leo (Publicis Group) created a new brand campaign based on a simple observation. Today, consumers have to deal with conflicting expectations, **from eating healthily to indulging, sticking to a budget to limiting their environmental impact**.

The campaign presents different, very familiar, situations that require difficult choices. In these very concrete moments, it isn't always easy for *good* to win out – whether preparing dinner for the kids, organising a BBQ with friends, whipping up lunch between meetings, grabbing a quick snack or finding inspiration after work when energy is in short supply.

In this plethora of situations, most of us want to eat well without it being too complicated or taking too long. The message behind this new campaign is clear. Bonduelle **enables good to champion in these everyday moments** with indulgent products that are easy to cook or ready to eat, affordable, and good for the health and planet.

**Faithful to Bonduelle's values**, *Let good win* slogan guides a campaign that has been deployed 360° across media, POS, social media and TV, and adapted for 10 different European markets.



## UNVEILING A BOLD NEW VISUAL IDENTITY

At the heart of this relaunch lies a visual transformation across several key elements:

- **New shade of green**, an emblematic colour highlighting the brand’s longstanding connection with nature, while increasing visibility at the point of sale
- **Sharper and more harmonious logo** to create visual coherence across all markets. New packaging design leveraging the leaf as an iconic shape and a nutritional deal revealing what is good about the product (quality, nutritional profile and plant origin)



## EXPERIENCING *GOOD* ON THE GROUND

To accompany this relaunch across 10 European countries, the brand went out to reconnect with consumers, particularly in urban areas. In April 2026, **Bonduelle opened BONBONBON, a pop-up restaurant in the central Halles district of Paris.** Designed to embody *Let good win*, it transformed plant-rich ingredients into an indulgent, modern food experience.



“ It transformed plant-rich ingredients into an indulgent, modern dining experience.”





**GOOD IS NOT NEW**

“ *Good was already an integral part of Bonduelle Group’s heritage.* ”

## PROVEN FROM FARM TO TABLE, OVER MANY YEARS

For Bonduelle, stating that good will win out is much more than a marketing slogan. It describes a reality that has existed for many years.

Behind this iconic brand, which is hugely popular in France and beyond, stands Bonduelle Group, a family-run company created in 1853. Present in almost 100 countries across 3 continents, its eponymous brand showcases the group’s plant-rich expertise. Behind the name lies an ecosystem of partner farmers and production sites, as well as an international distribution network and clear mission.

**Before being rolled into a campaign, good was already an integral part of Bonduelle Group’s heritage.**

### From a small family enterprise to an international group

Almost 100 years after selling its first can of tinned peas under the Bonduelle brand name, the group has expanded across nearly 100 countries. It is supported by an industrial and commercial organisation designed to be close to consumers, as well as agricultural heartlands.

This proximity is, above all, nurtured by a network of 40 production sites in strategic locations, so the vegetables can be processed near the fields where they are harvested.

#### Bonduelle Group in a nutshell

**2,2** billion euros in sales

Products distributed in nearly

**100** countries

**9,000** employees (full-time equivalent)

**40** production sites in agricultural heartlands

## A CLEAR MISSION EMBRACED BY THE ENTIRE GROUP

Beyond its business objectives, Bonduelle Group has set itself the mission of **supporting the transition towards more plant-rich diets to contribute to consumer wellbeing and preserving the planet.**

The Bonduelle brand is an essential lever in making the group's vision more tangible for consumers, by providing products and food solutions that effortlessly integrate plants into their daily diet.

Rather than an injunction, the notion of *good* spearheaded by the brand aims to provide a simple solution to the choices consumers face every day.

### Bonduelle Group in Europe

**1.3** billion euros in sales

Products distributed in

**36** European countries

**5,300** employees (full-time equivalent)

**30** production sites

A leading brand in its European markets for mass retail and food services.

## GOOD STARTS IN THE FIELDS

Enabling *Let good* win starts with a close connection to the agricultural world. Bonduelle Group works with nearly 1,900 partner farmers who grow vegetables and pulses for the group's brands (Bonduelle, Cassegrain and Globus). **60% are committed to regenerative agriculture.**

**Around 60,000 hectares of agricultural land are cultivated.** The aim is simple: harvest plants at the right moment for optimum taste and nutritional value to guarantee consumers high-quality products.

In other words, the foundations of *good* are sown in the field within a structured and sustainable agricultural value chain.



## DIVERSE USAGES AND FLAVOURS

For Bonduelle, plant-rich is not limited to a handful of products. Today, the group grows nearly 500 different varieties of more than 30 different vegetables and pulses, offering a wide diversity of tastes, textures and usages.

For consumers, this means eating plant-rich is not just about eating vegetables. On the contrary, it reveals new recipes, formats, eating habits and culinary inspiration.

The new brand campaign from Bonduelle celebrates this diversity.

The group's agricultural and industrial expertise supports a brand portfolio designed to make plant-rich more accessible in multiple contexts through a choice of fresh, frozen and shelf-stable product ranges.

### Evolving eating habits

**7** out of **10** consumers say that they now **eat less meat**<sup>1</sup>

The carbon impact of a vegetarian meal can be up to **14 x** lower than a meat-based equivalent<sup>2</sup>

Transitioning to more plant-rich diets could reduce world mortality rates by

**27%**<sup>3</sup>

Flexitarian diets can be up to **8% less expensive** for European and North American consumers<sup>4</sup>



## GOOD IS STRATEGIC

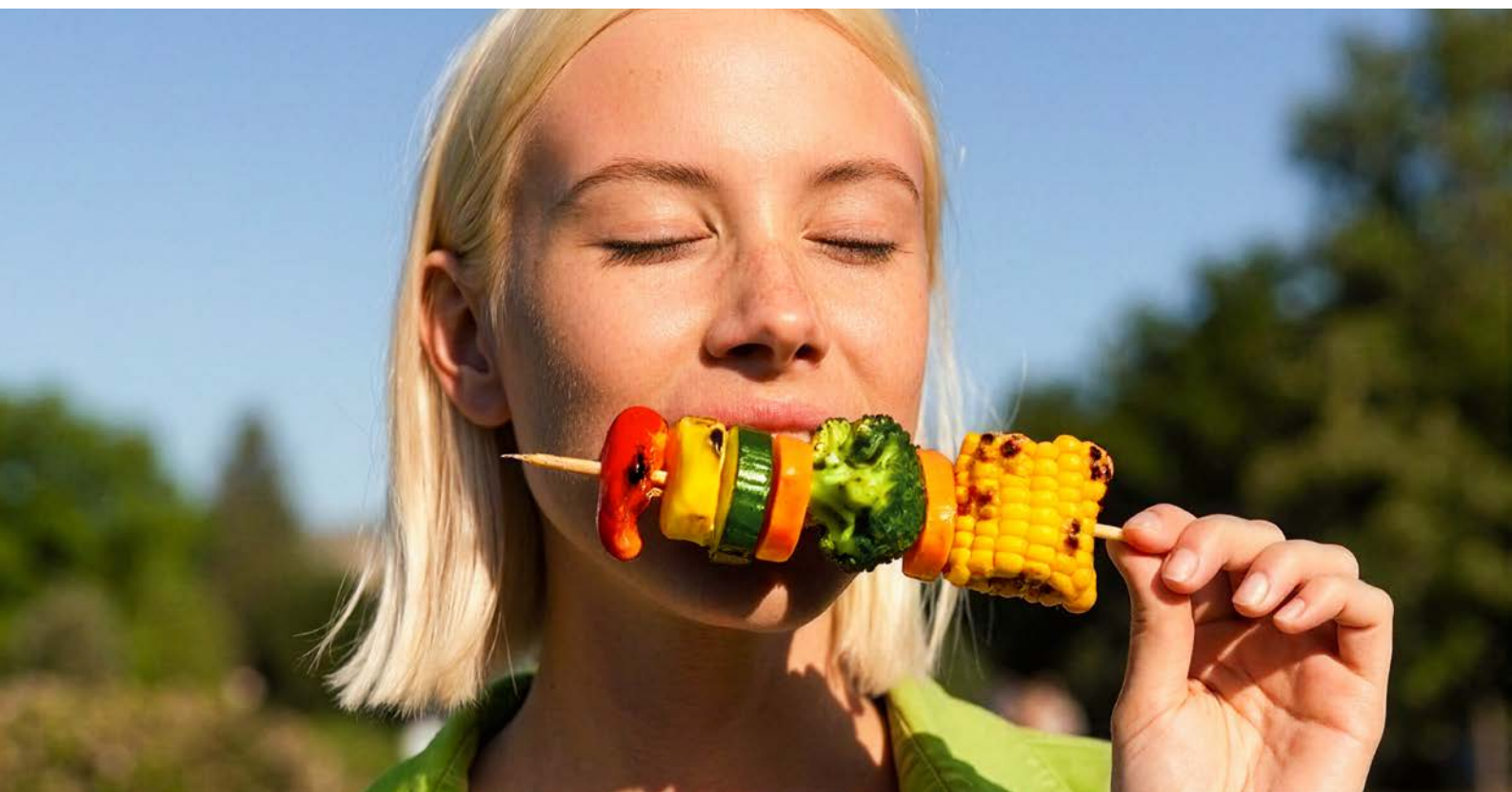
“ 2026 will mark a turning point as the transformation launched internally is unveiled to consumers.”

## STRUCTURING A TRANSFORMATION FOR PLANT-RICH TO TRIUMPH

Relaunching the Bonduelle brand in 2026 is part of a much wider transformation undertaken by the group.

**This shift has been shaped by the Transform To Win programme, which aims to support the group's growth, while reinforcing the importance of plant-rich products in daily diets.**

On this journey, 2026 will mark a turning point as the transformation launched internally is unveiled to consumers through the new brand campaign and visual revamp.



## COMBINING PERFORMANCE AND POSITIVE IMPACT

At the same time, the group continues to build an economic model that contributes positively to food systems.

Achieved in 2026 across all commercial activities, B Corp certification fits into this vision and is the result of long-term collective efforts.



**11,000 chefs trained** in plant-rich cooking in 3 years

**98% products with “A” or “B” Nutri-Score**

**59% partner farmers practise regenerative agriculture** (80% by 2030)

**73% cultivated irrigated land has a system to limit water usage** (90% by 2030)

**100% sites are committed to local initiatives with a positive impact**

**71% employee engagement rate**

**14% fewer operations-related CO<sub>2</sub> emissions** (Scopes 1 and 2), 38% target by 2035

**45% less virgin fossil fuel-derived plastic** compared with 2019-2020

The group's different brands play a key role in this strategy by connecting directly with consumers and making the transformation more visible. Modernising Bonduelle represents a key dimension to the Transform To Win programme. For the brand, enabling the good to win is the result of a gradual transformation encompassing the entire group, from its products to its ways of working.

“ **At the same time, the group continues to build an economic model that contributes positively to food systems.**



**To be adapted locally**





### **About Bonduelle Group**

A family-owned company since 1853, Bonduelle has always operated with a long-term vision, guided by its purpose: *“Inspiring the transition toward a more plant-rich diet, to contribute to people’s well-being and the preservation of the planet.”* With revenue exceeding one billion euros, the company operates in nearly 100 countries worldwide.

Certified 100% B Corp since January 1, 2026, in France and globally, Bonduelle works alongside nearly 2,000 partner farmers to deliver vegetables and pulses harvested at their peak in terms of flavor and nutritional value.

Through its Retail and Food Service divisions, Bonduelle products are available across ambient, fresh, and frozen categories, addressing both at-home consumption and all segments of the foodservice industry.