

monbento® supports restaurant owners in a responsible approach

Well known to lovers of nomadic meals who enjoy to take their lunch easily to the office and in all their adventures, today monbento® partners more and more restaurant owners, as part of their takeaway formulas and/or for doggy bags.

Reusable, practical and aesthetic, **the products signed by the brand are among the new alternatives to reduce disposable packaging and food waste. They meet the energy transition law that comes into force in 2020, in France.**

A report on waste and current laws that push to react

324 million: this is the number of tons of waste produced in France in 2014.¹

Of these, **100 000 to 200 000 tons** are due to packagings (excluding crockery) and **10 million tons** concern wasted food, **14% of the latest being issue by the foodservice sector**².

Pointed out, this sector suffers from consequences of:

- **the take-away boom** (fast-food, sandwich shops, salad or sushi bars...) which often involves multiple napkins, plastic wrappers, disposable containers or bags.
- **food waste** related to unsold and unfinished food.

In view of this observation, french legislation towards professionals of the food industry has evolved to encourage them to be more responsible and to respect the environment, thus pressing them to think about new ways of operating.

Among the major measures is the **Energy Transition Law for Green Growth (17/08/15)**, which enforces, from 2020, **a ban on the distribution of disposable plastic kitchenware**. Will only be accepted utensils made of entirely bio-based material or compostable in domestic composting.

More recently, the MPs at the National Assembly voted favourably on proposed amendments to the draft bill ("the balance of trade relations in the agricultural and food sector and healthy and sustainable food"») stipulating that **restaurant owners should provide their customers with free reusable or recyclable containers to take away their unfinished meals and drinks**. This measure is part of the major campaign conducted since 2014 to fight waste and reduce it by half by 2015.



¹ Source: ADEME – Déchets, Chiffres clés – édition 2017

² Source: BFM TV – Le doggy bag bientôt obligatoire dans les restaurants ? – 05/04/2018

A practical and responsible solution by monbento®

Karima Biron is at the head of the restaurant "L'Atelier Generous" in Clermont-Ferrand. She has been using monbento® products since her restaurant opened last year. "It was a real desire on my part **to limit waste as much as possible** in my restaurant. So, **for my take-away formulas, I opted for monbento® bento boxes**: my customers order their lunch in the morning, they pick-up at their convenience their full lunch box - at the price of the menu plus a deposit - and they have one week to return the bento box to me."

The system works well and builds loyalty. There are 80% regulars and some "model customers" even bring their bento box back during the day.

The advantages of the MB Original bento box are multiple: **ideal size** to hold a complete meal, **several containers** (2 levels + 1 small cup) to separate different courses of a menu, **perfect airtightness, light weight and compact shape** for easy transport, **compatibility with the microwave...**



Made in France



reddot design award
winner 2012



Customers also appreciate their bento boxes for the **modern design** and the **Made in France**. "Many of them take it to lunch at work and are proud to show it," says the restaurant owner.

From an economic standpoint, professional caterers have a financial interest: **zero cost on disposable packaging**, only a stock of bento boxes to buy at the start and use on a continuous basis, it is a return on investment for restaurant-owners. "The lunch boxes are really robust. Considering the daily transport, the microwave, the professional dishwasher... They remain reliable. **We invest for the long term.**"

Karima Biron plans to go further: "I would like to try other monbento® products such as bottles, soup bowls or snack boxes for desserts, takeaways and doggy bags."

The bento box used for the lunch can either be returned against deposit, or included in a special menu offer, or as part of a loyalty programme. Another option can be to propose it as complementary sale to the meal offer. The options are multiple for the restaurateur owners. They can even be combined with additional service offers: promotional discounts for bento formulas, simplified order placing, faster delivery or "express queue"... all contribute to build loyalty and encourage more responsible behaviour.

Customisation

Offering monbento® products in the colours and/or with logo of a restaurant is possible!

Prices and conditions on request



monbento® at the service of restaurant owners

The French company wishes to support restaurant owners in their new eco-responsible approach and thus offer tools to help them present and promote the new services: product visuals, video of restaurant situations, posters, leaflets, point-of-sale displays, exhibition furniture...

But not only! monbento® is also looking for a real collaboration with restaurant owners in order to move forward together hand in hand: sharing experience with confirmed partner restaurants, proposing new practices, developing new products in collaboration with professionals of the sector...

It is in this context that monbento® products make sense for restaurant owners:



FIGHT FOOD WASTE

by offering customers the possibility to return home with what they have not eaten.

FOOD DISCARDED: 0%



PROTECT THE PLANET AND SAVE MONEY

by providing customers with reusable containers to carry their meals.

DISPOSABLE PACKAGING: 0%



PROMOTE THE ACTIVITY AND OFFER MORE SERVICES

by answering one of the community's major concern while boosting your brand image and turnover.

MUTUAL SATISFACTION: 100%

ZOOM ON THE DOGGY BAG

The restaurant owners who've tested it are for it!

96%

of restaurant owners do not see the doggy bag as a waste of time.

91%

of restaurant owners even think that proposing doggy bags conveys a positive image for the restaurant.

85%

of restaurant owners that have never proposed doggy bags intend to implement it.

Customers are also in favour!



of customers do not finish their plate at the restaurant.

87%

of customers agree to leave with their leftovers if offered to.

78%

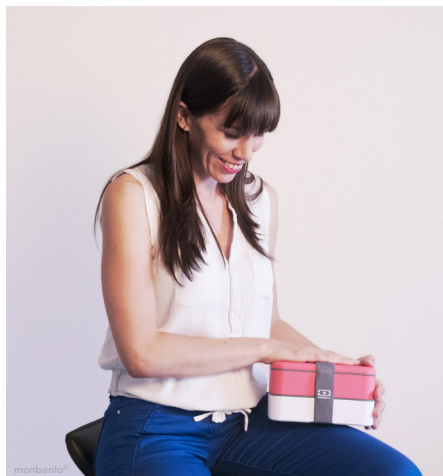
of customers consider that the take-away box is compatible with French gastronomy.

96%

of customers are receptive to this anti-waste method.

Sirha Green - Meet us booth 4E07

The leading bento brand in France will be present in Lyon (June 17 to 19) at the 1st edition of the **Sirha Green** event, dedicated to sustainable food service.



A word from Emilie Creuzieux, CEO of monbento®

"Protecting the environment is part of monbento® DNA. For nearly 10 years now, our customers have been aware of the environmental benefits of using our reusable products on a daily basis.

The introduction of monbento in catering business is part of a real educational approach. We wish to show that it is possible to easily reduce waste production in this sector, and that this does not necessarily involve efforts but simply new habits. This business model not only has many assets: savings, practicality... it also enhances the image of establishments. Customers are becoming more sensitive about it and even increasingly demanding. When you see Ryan Gosling eating in a bento box monbento® at a restaurant in the futuristic movie Blade Runner 2049, we're sure it's a product of the future."

MONBENTO IN FIGURES

16% ↑
GROWTH

5,5
million Euro
in turnover

73% OF THE
TURNOVER
is from exports

MORE THAN
400
stores
IN FRANCE



76 🚩
conquered
COUNTRIES

A team of
30 👤 👤
employees

MORE THAN
1 000 000
monbento® product
users worldwide



More than
1300
retailers
ABROAD

ABOUT MONBENTO®

Based in Clermont-Ferrand, monbento® has since 2009 been offering freedom lovers the opportunity to reinvent the nomadic meal, to cultivate their differences, simplify their daily lives, take care of themselves and their environment. In this approach monbento develops for them innovative products which combine practicality and a style also perfectly adapted to snacking or lunching at the office, at school, on a shopping trip, during sports sessions, hiking!

We all share the same philosophy: that of being able to eat wherever and however we wish! This engagement makes sense for an increasingly large community since, in addition to being well established in France and having subsidiaries in New York, Hong Kong and Shanghai, monbento® is present in more than 70 countries and continues its international development exponentially.

PRESS



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