



A PEUGEOT FAMILY BRAND

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A committed player in the responsible food sector, monbento® exhibits at the Sirha trade fair

Following a strong presence at the first Sirha Green trade fair last June, monbento®, the leading French brand for bento and other reusable lunch box products, which last July announced Peugeot Frères Industrie as a new shareholder, will be at the emblematic Sirha exhibition being held at Lyon Eurexpo from 26 to 30 January this year. It is the perfect way for this Clermont-Ferrand company that is undergoing wide international expansion to mark its 10-year anniversary and showcase the solutions it has created to support restaurateurs in supplying takeaway food, either for delivery or doggy bags, in a way that is more environmentally responsible.

monbento® expands its “no-waste” solution into the hospitality sector

In line with energy transition legislation that comes into effect in 2020¹ and the many environmentally-friendly initiatives currently underway, the French company monbento® supports hospitality professionals in enabling **new practices that are more responsible and environmentally friendly** with the reusable containers that it has been developing since 2009.

First in line are **take aways, deliveries and doggy bags** – which have a big environmental impact when they rely on disposable tableware.

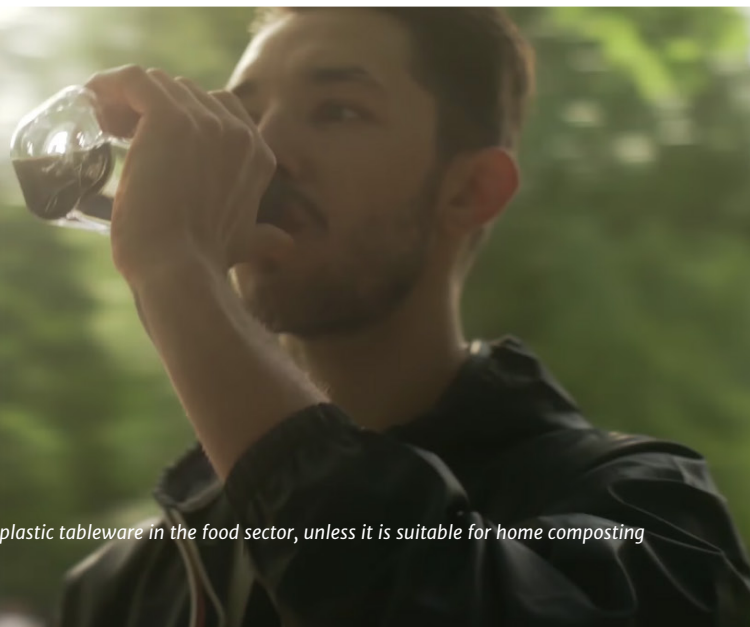
There is no fixed business model and every restaurateur uses monbento® products in his or her own way. **Some sell them as separate products; others include them as part of a special menu or loyalty package. The most common model is the deposit system, which is making a triumphant return.**

Some places also offer associated services: promotional discounts for bento meals, ordering made easy, quicker delivery times or “quick checkout”... all with the aim of promoting loyalty and encouraging more environmentally responsible behaviour.

According to monbento®, customers can create change themselves by providing their own containers when they order food from a take out counter or take home food they couldn't finish. It's simple – all you have to do is remember to bring along your container when you eat out. It's a question of developing a new habit, like remembering to bring your own bag when you go to the supermarket, for example.

[Watch the video](#)

¹ Published on 17 August 2015 in JO, looking ahead to the ban on the sale of single-use plastic tableware in the food sector, unless it is suitable for home composting or made, in part or in whole, from bio-based materials.



An experience approved by restaurateurs



FIGHTING AGAINST FOOD WASTE

By offering customers the option to take home what they haven't consumed.

FOOD WASTE: 0%



PROTECTING THE PLANET AND SAVING MONEY

By offering customers reusable containers for transporting food.

DISPOSABLE PACKAGING: 0%



PROMOTING BUSINESS AND OFFERING MORE SERVICES

By responding to one of society's major concerns while boosting brand image and revenue.

MUTUAL SATISFACTION: 100%

Karima Biron, who runs "L'Atelier Generous" in Clermont-Ferrand, has used monbento® products since opening her restaurant two years ago. She uses the deposit system.

"I really wanted to reduce waste to a minimum within my company. My clients order their meals in the morning and collect their filled lunch boxes at lunchtime, paying for both the meal and a deposit for the container. They then have a week to bring back the box."

The system works well and promotes loyalty. Around 80% of regulars and "star pupils" bring their bento back on the same day. From the business point of view it suits me too: **zero expenditure on disposable packaging**, just a stock of bentos that you buy up front and keep circulating."



A word from the President

"Catering professionals who offer take away options face a common set of issues. Is this container suitable for my food and for my restaurant's image? How much does it cost me? Will my customers find it useful? What is the environmental impact?"

By stepping into their shoes, and also because some restaurateurs have contacted us directly about our products, we realised that **the reusable containers we sell to individuals might meet their needs.**

Today, **close to 100 hospitality clients put their trust in us and we hope to double this number by early 2020.** Regulations are getting tougher within this sector in terms of waste management and waste creation; **so our goal is to provide information on these developments and gently help businesses through this change** so they are already well prepared by the time the measures are enforced."

Emilie CREUZIEUX
monbento® Co-founder & President



A full range of reusable lunch boxes

MB Original

The bento that is Made in France

A unique ultra compact design with two compartments to hold a full meal without mixing flavours, a clever closing mechanism to avoid all spillages, and a high quality material for heavy-duty use over the long term.

1 L (2 x 500 ml) / PBT plastic / Soft Touch coating / BPA-free in line with current legislation / Airtight / Freezer, microwave and dishwasher safe (suitable for use in professional machines)

RRP: from 35 € inc. VAT



MB Lib

The to-go bowl

Soups, cereals and runny desserts can travel anywhere!

RRP: 19,90 € inc. VAT



MB Square

The bento for big appetite

Ideal for sandwiches that are bursting with fillings, and generous salads!

RRP: 29,90 € inc. VAT



A range of accessories

Three-piece set of MB Pocket cutlery, MB Temple sauce pots, etc.



Customisation

We can provide monbento® products in your restaurant colours and/or with your logo!

Prices and terms on request

Sirha Trade Fair – stand G6A12

For the first time, the leading French bento brand will set off to meet restaurateurs by exhibiting at Sirha, the food industry trade fair, which takes place in Lyon from 26 to 30 January 2019.

Come and meet our team – to make an appointment, please contact sophia@monbento.com



YEAR
2019

10 years
of adventure!

YEAR
2017

Launch of the first
MB Original
Made in France

16%
GROWTH

5,5
million Euro
in turnover

A team of
30
employees

76
COUNTRIES
sell our beautiful
products

70% OF THE
TURNOVER
is from exports

**MORE THAN
1 000 000**
monbento® product
users worldwide



YEAR
2018

Acquisition of a stake
in monbento®
by Peugeot Frères Industrie

MORE THAN
400
retailers
IN FRANCE



and More than
1300
retailers
ABROAD

ABOUT MONBENTO®

Since 2009, the Clermont-Ferrand based company monbento® has invited lunch box lovers to reinvent on-the-go eating. Nurturing their differences, simplifying their everyday lives, taking care of their wellbeing and that of their environment: with these goals in mind, the company has developed innovative reusable products that blend practicality and style. Bentos, drinking bottles, cutlery, an insulated range, a kids range... perfectly suited to lunch in the office, picnics, school packed lunches and restaurant takeaway menus. They all underpin the same ethos: being able to eat where and when you like!

An approach that makes sense for an ever-growing community because, as well as being based in France, monbento® has subsidiaries in New York, Hong Kong and Shanghai, a presence in over 70 countries, and is pursuing exponential international growth.

This summer the company welcomed a new shareholder: Peugeot, which is already involved in the culinary arts through its subsidiary Peugeot Saveurs SNC – this collaboration will lead to new opportunities for growth.

PRESS CONTACT

Sophie Benoit Communication – Yglinga

yglinga@sbc-groupe.com • 01 43 41 08 51 – 06 63 70 61 69 • Visuals upon request

Photos by @shisodelicious, monbento®, L'Atelier Generous • www.monbento.com / sophia@monbento.com



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