

franprix 🍏 noé

A NEW FOOD & LIFESTYLE STORE
an alternative,
holistic
shopping experience



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Franprix noé

Ici, chaque client peut être sûr que les produits qu'il achète entrent dans le mouvement vers une consommation plus responsable.

Nous privilégions le bio et l'équitable, mais pas seulement, nous sommes aussi ouverts aux produits non labellisés qui méritent la confiance pour leur qualité et leur origine.

Avant toute chose, nous défendons : le goût, le sain et la joie de vivre.

noé: more than your average food store



Enjoy a diversified, hand-picked offering

noé is committed to tasty, healthy, organic and fair-trade products, but takes that commitment a step further, bringing to life a truly original concept.

The store also carries products without any official certification, but whose quality and origin inspire trust.

The shelves are stocked with artisan products alongside big name brands, to the extent that each is produced according to the highest standards.

Transparency and product traceability are guiding principles in the process Franprix undertakes to select the products displayed at **noé**.

*“Our mission is to provide products that consumers can confidently buy knowing that the product's origin and manufacture **support responsible consumption**”, said Jean-Paul Mochet, Franprix's Chief Executive Officer.*

Back to basics

Today's customers can get confused by the multitude of labels on offer, sometimes viewing them as pure advertising. With **noé**, Franprix is getting back to basics so that products stand out for their taste and simple virtues.

Less specialized than other banners, **noé** offers a new kind of shopping experience that is both holistic and seamless. At **noé**, responsible consumption goes hand in hand with **simplicity, authenticity and conviviality**.

As with each Franprix outlet, this new convenience store covers the full spectrum of urban consumer needs, while offering a refreshing assortment and an innovative shopping experience.

Key commitments at Franprix noé

- 🍏 **P**rovide the most authentic, least processed foods possible, taking care to monitor the ingredients used in every recipe
- 🍏 **L**end support to French farmers and manufacturers
- 🍏 **P**ay special attention to animal welfare and the use of responsible fishing methods
- 🍏 **I**mprove current ecological practices by working to develop more environmentally-friendly packaging solutions and prevent waste at all levels

noé: a lot more than just groceries

Re-connect with your convenience store

noé is embracing and developing the new symbols of convenience that have become prevalent across France following Franprix's pioneering launch of the Mandarine concept in 2015.

Customers can find the familiar fresh juice machines, rotisseries and bread ovens. But **noé** offers them even more. The freshly-squeezed juice range is extended to include grapefruit, lemon and organic orange. Bread is made with stone ground organic flour, produced exclusively for **noé** in the southwest of France by wheat grower Jean-Christophe Chassaigne. All the breakfast rolls and pastries, including chocolate and butter croissants, are also organic. Pies are prepared in the northwest of France using all-natural French ingredients.



“ Our role is also to showcase the talents of our producers to a wide audience, whether those producers are local craftsmen or start-ups.

Jean-Paul Mochet, Franprix's Chief Executive Officer

Enjoy a wide selection of bulk products

Increasingly, today's consumers want to be able to **select the right amount of product for their needs, while reducing packaging** and the related environmental impacts. This is why **noé** sells a **large variety of bulk products** ranging from wine and spirits to original blends of organic cereals, lentils, quinoa, organic flour, fragrant rice, spices and even organic chips and snacks. The offering includes **over 40 products**.

noé further enhances this offering by letting customers scoop and weigh their **household cleaning products**. Laundry detergent, fabric softener and dishwashing liquid are sold by weight and the containers are reusable. This means that customers can choose the exact quantity they need.





Rediscover the taste of fine foods

noé's deli section also features all-organic meats and a selection of cut-to-order cheeses alongside other fine artisanal products, which until now have only been distributed on a very small scale.

Putting the emphasis on enjoying life and going back to basics, noé provides customers with the option of **picking up a bunch of complimentary fresh herbs** at check-out or helping themselves to a glass or reusable bottle of **micro-filtered Paris tap water**, either still or sparkling.



Taking a break amid the hectic bustle of city life

At **noé**, customers can also take time to relax in a **comfortable lounge area** amid the hectic bustle of city life.

They can plug in their laptops and tablets to work peacefully in between meetings, read the daily newspaper while sipping a freshly-squeezed juice or a fair-trade coffee, or simply sit back and take their time.

“

*This area is called the bivouac –
a true oasis in the retail landscape.*

Jean-Paul Mochet, Franprix's Chief Executive Officer



Children also have their own play space with a colouring table and mini-shopping carts.

noé: more than just a store

A testing ground devoted to meeting consumers' needs

The **noé** concept is also a testing ground for new ideas relevant to all Franprix stores. Best-selling products and services will eventually be rolled out across the Franprix network.

The banner's ultimate goal is to raise its standards to the very highest level to become the **key enabler of responsible consumption** for the biggest cross-section of society.



Society is ready for a mainstream retail banner that takes responsibility to the next level.

Jean-Paul Mochet, Franprix's Chief Executive Officer



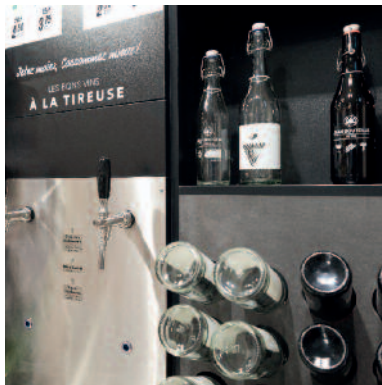
The concept owes its success to the commitment of all stakeholders, including manufacturers and suppliers with whom Franprix works day to day.



*The **noé** concept emerged in response to the new habits and needs of city dwellers. Customers invented it and Franprix made it into a reality. This is why the concept is entirely suited to today's urban lifestyle.*

*Jean-Charles Naouri,
Chairman and Chief Executive Officer, Casino Group*

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NUMEROUS PRODUCTS IN BULK

Directly sourced **all-organic flour**

Organic alcohol in bulk
(from France)

Tasty, fragrant and spicy
pre-cooked pulses and fruit
by Alaya (such as red lentils and coconut)

Grains

AN INNOVATIVE, DIVERSE, GENEROUS AND SUSTAINABLE OFFERING



Pre-baked organic baked goods

Prepared with all-organic stone ground
flour.

Fruit and vegetables

All-organic produce, with new additions
such as aloe vera.

Deli and cheese

A selection of organic French products or
farm products.
Sales training given to staff directly by
supplier partners.

Speciality foods

Fresh hand-made Italian pasta. Greek
specialities and a salad bar featuring the
freshest produce with zero preservatives,
prepared by the *Mavrommatis* brothers, the
top name in Mediterranean cuisine.

Fresh-packaged fish

A selection of fish carrying the food labels
Pavillon France, Bio and MSC, and
sourced according to responsible fishing
practices.

Meat and poultry labelled as organic

or supplied by
La Nouvelle Agriculture.
Farming practices guided by a charter:
no GMOs; no antibiotics;
animals born, raised and slaughtered
in France.

Vitamin bar

Partnering with the company *Fraîchement
Bon*, every morning we offer a selection of
freshly-sliced organic fruit and vegetables
along with fruit and veggie cocktails at the
vitamin bar (Virgin mojito, organic virgin
Bloody Mary and more).

Fruit trees and ornamental plants

sourced from *Fermes de Gally*, a farm
based in Versailles.
Suitable for urban living and affordable at
prices ranging from €4 to €11.



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SERVICES TO MAKE LIFE EASIER

Donated clothing collection

in partnership with the Red Cross
and La Maison dans la rue

Product collection

in partnership with Phénix
(goods redistributed to local non-profits)

"Key kiosk" "

in partnership with Solutec:
key cutting

News corner

Home deliveries

(on foot or by bike)



FRANPRIX NOÉ'S RESPONSIBLE APPROACH

Bags

Only brown-paper bags, totes,
cotton bags or vegetable-based
grocery bags (biodegradable
and compostable)

Refreshments

Disposable corn starch cups and cutlery

Optional printed receipt

at the customer's request

Steel shopping baskets and carts

In partnership with Caddie

In-store waste sorting



Two noé stores have just opened their doors in Paris

82 rue Mouffetard, in the 5th arrondissement

35 bis rue de la Pompe, in the 16th arrondissement

BRANDS THAT EPITOMISE THE CONCEPT AND EXCLUSIVE SMALL-SCALE PRODUCERS



Fermes de Gally

Fruit-bearing, ornamental and aromatic plants, apple juice, honey, rapeseed oil and more have been produced by *Fermes de Gally* growers and gardeners on the outskirts of Versailles since 1746.

Bière du Vezelay

All-organic beer brewed according to the Bavarian beer purity law of 1516 limiting ingredients to barley, hops and water.



Le bonbon français

Superior French confections selected by uncompromising connoisseur Stéphane Boulblil, who works only with the best traditional confectioners and the finest ingredients (honey rather than sugar, real fruit, etc.).



Les tendances d'Emma

Emma, a businesswoman and mother of three, has developed an alternative range of "made in France" hygiene solutions that encourage more sustainable shopping. These include environmentally-friendly bath and body products, feminine care products, Ecobel face wipes made with eucalyptus, a babycare range and washable baby cloths and wipes.



Les affranchis

Gluten-free gourmet cookies made in the Paris region from an indulgent recipe using Normandy butter, Belgian chocolate and Isigny caramel.

Les flots blancs

An exclusive partnership has been created with this local dairy store, where two young dairy farmers have ventured into making their own farm-produced organic yoghurt and yoghurt drinks.



Additional examples:

**Mulot et Petitjean,
Comptoirs bio,
Les saveurs d'Augustin
Sylvain&Co...**



Yes to alternative shopping, provided it can be enjoyable and guilt-free.

According to a 2017 Greenflex/Ademe survey, responsible consumption is gaining ground in the French mindset, without however overtaking in importance the basic desire to shop.

For more than half of French people (53% of respondents)*, responsible shopping means, first and foremost, being a conscientious consumer (being more selective, buying products that are of higher quality, more natural, healthier, more sustainable, specially labelled, certified as ethical, locally produced, less polluting and less likely to be thrown away).

This vision has been flourishing since 2012, as people increasingly move away from the idea of simply reducing consumption or no longer consuming unnecessary products or services.

People in France are increasingly committed to responsible consumer behaviour, and their focus is on three major challenges: health, buying local and changing everyday habits.

45% of consumers buy environmentally-friendly products primarily because they are better for your health. The top-two criteria that are considered to define a high-quality product are 1) the use of healthful, natural ingredients, and 2) the ability to help prevent health risks.

As consumers are confronted by an overload of information, they need to **trust their instincts and their own experience**:

- local sourcing has become an implicit symbol of responsibility;
- "eating seasonally" clearly fulfils a need to reconnect with the land;
- green practices, such as managing energy and water consumption and recycling waste, are increasingly popular.

French consumers are taking part in the movement, but they don't want to be the only ones shouldering the responsibility. They are clearly expecting that all of society's stakeholders get involved.

75% of French respondents say that everyone can work towards change; that they as individuals need to step up their commitment.

But they do not want to act alone. Their expectations are highest for:

- companies and brands, ranked no. 1 (78%);
- governments, ranking second (77%).

90%

of consumers expect brands to guide them towards shopping even more responsibly.

(Havas' 2014 Meaningful Brands survey)

Distributors are moving up the ranks and now hold 4th place, reflecting an underlying trend (6th in 2014; 5th in 2016).

They are emerging as a credible and legitimate alternative for meeting demand for more responsible products.

*2017 Greenflex/Ademe survey - *Les Français et la consommation responsable* (French consumers and responsible consumption).

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About Franprix

With 900 stores in the Paris region and the large cities of the Rhone Valley and Mediterranean basin, Franprix, which is part of the Casino Group, is a convenience store banner serving large urban towns. Franprix is highly committed to putting people at the centre of the retail experience. Its stores are woven into its customers' daily lives. Franprix offers an extensive and high-quality food offering, satisfying the expectations of urban dwellers searching for innovation, authenticity and flavour. The banner also provides a variety of local services to make its customers' lives easier. Its new lifestyle store concept won the "Janus du commerce" award given by the French Institute of Design and a "Trophées LSA de l'Innovation" award in the "Food Concept" category.

To organise a visit, interview or make a media request:

PRESS CONTACTS:

Rebecca Hébert, Corporate Communications Officer
rhebert@groupe-casino.fr / +33 (0)1 53 70 56 10 / +33 (0)7 84 48 10 36

Stéphanie Abadie, Casino Group Press Relations Manager
sabadie@groupe-casino.fr / +33 (0)1 53 65 24 78 / +33 (0)6 26 27 37 05