



*Press release*  
9 October 2019

## **The Casino Group has signed an agreement with LDC to sell the Luché Tradition Volailles production plant**

Luché Tradition Volailles (LTV) is a French production plant specialised in poultry packing and raw, ultra-fresh poultry products. The Casino Group acquired the facility in 2015 and has since invested in a large-scale modernisation plan to develop ranges of products from livestock raised without antibiotics and sourced through new organic channels. The plant is located in Luché-Pringé, near Le Mans, and has 131 employees.

LDC is a family-run group operating in France's poultry and prepared meals markets. In 2018, it generated revenue of €4.1 billion, operated 86 production plants in France and Europe (Hungary and Poland) and employed more than 21,800 people. Its revenue is driven by its own brands – which include Loué, Le Gaulois, Maître Coq and Marie – as well as private-label products manufactured for retailers. Headquartered in Sablé-sur-Sarthe in the Loire Valley region, LDC is a long-standing partner of the Casino Group, with a relationship dating back to 1970.

The transaction represents an opportunity for the Casino Group and LDC to combine their resources and thereby strengthen the high-quality French poultry chain, while complying with best practices for animal well-being and innovating with more environmentally friendly products and packaging.

Thanks to the link-up, the Luché Tradition Volailles plant will be able to leverage the manufacturing expertise of a leading French producer and its strategic plan to develop its business in the most buoyant segments of the supermarket and food services markets.

Once the sale is completed, the agreement provides for the continuation of the employment contracts of all the employees currently working at the Luché Tradition Volailles facility.

The transaction should be finalised over the next few weeks, following consultation with Luché Tradition Volailles' employee representatives in particular.

### **About the Casino Group**

*Casino Group is a well-established and key player in the French retail industry as well as a leader in the global food retail market, with more than 12,000 stores worldwide - in France, Latin America and in the Indian Ocean region. The Group has built up a portfolio of strong, dynamic and complementary banners, thanks to its workforce of over 220,000 people driven by a passion for retail and customer service, generating consolidated net sales of €37bn in 2018. In all of its host countries, the Casino Group focuses its development on the formats with the highest potential and ability to adapt in order to meet customer needs, both today and in the future. For more information, [www.groupe-casino.fr](http://www.groupe-casino.fr).*

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