

FRANCE



FEDERATION

Association Nationale des Industries Alimentaires - ANIA

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ANIA is the association representing the French Food Industry. First industrial sector in France with a turnover of 170 billion Euros in 2015, the food industry is considered as a flagship of our country in the world.

The 16,218 food companies (of which more than 98% are SMEs) employ almost 440,926 workers (first industrial employer in France).

ANIA represents 23 sub-sectors of the Food industry: processed meat products, dairies, soft drinks, ready to eat meals, snacks, canned foods...

Its mission is to promote the competitiveness of the food sector.

This is why ANIA's staff is dealing with all key issues for food companies: i.e. Food quality and safety, economic issues, sustainability and innovation...

The last two items are the reason why ECOTROPHELIA is seen as a real opportunity by French food companies.

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Smart ingredients for easy and rapid cooking, culinary aids are everywhere in today's meals. But not sure that these "magic" squares are good for our health! Most of the time they are made up largely of salt, monosodium glutamate, other E numbers and a very long list of ingredients. Our company, Délectable, aims to offer to its customer natural and simple products without reducing the pleasure at mealtimes. Opposite to all its competitors, with a clear and short list of ingredients CarréLéon is the alternative. Made with vegetables (until 67%) and cocoa butter only, it suits perfectly to today's demands. No worry about the fat, cocoa butter will replace it in any recipe you can imagine. Various uses are possible with just one bar; you can grate it over a salad, melt it as a simple sauce or add it to a cake preparation. And with its shelf-life of six months at ambient temperature there is no waste. CarréLéon is available in a range of 3 innovative and original recipes: - Beetroot, carrot, garlic: mixed with yogurt for a delicious dipping sauce! - Red pepper, tomato, basil: in a cake! - Leek, celery, cumin: simply melted as a sauce for fish! You can buy CarréLéon for only €2,99 at your local shop (Monoprix, Super U and Carrefour) alongside its competitors Maggi and Knorr. Thanks to its creative packaging in chocolate bar format and its unusual design, you can't miss it on the shelves! Do not wait any longer! With CarréLéon, express your creativity with tastier meals!

CarréLéon

The natural and simple culinary aid that enhances your everyday dishes!



Team Presentation

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