

Délicrance's bakery-restaurants win the 2018 Janus du Commerce award

Délicrance was awarded the 2018 *Janus du Commerce* at the French Ministry for Europe and foreign affairs today, in the presence of Secretary of State, Jean-Baptiste Lemoyne. A veritable seal of excellence, this prize acknowledges the brand's efforts to revamp its bakery-restaurant concept worldwide and makes it even more attractive to franchisees.



- **DéliFrance bakery-restaurants; a pioneering model that has stayed ahead of the pack**
DéliFrance launched its "French-style bakery-restaurant" concept outside France as early as 1983. Its specific know-how enabled it to build a network of some 350 stores around the world. To retain its leading position on a now very competitive market, in 2015 Délicrance launched its new "Bakery & Bistro" concept. The partnership established with OneBuyOne, the aesthetic choices, and the quality of the food won over Janus du Commerce's jury of professionals.
- **More than just a makeover; an in-depth approach**
The aim was to adapt to consumers' new lifestyles and consumption habits throughout the day. The customer pathway and service model were revisited for greater modularity. In Japan, for example, where Délicrance has been operating since 2008 and has 49 (soon 50) restaurants, baskets of bread and pastries on high tables replaced long display counters: customers serve themselves before heading straight to the till. This retail model is also popular in Indonesia, where Délicrance opened four restaurants in 2017-2018.
- **The art of cultivating your difference in a very competitive market...**
Visiting a Délicrance bakery-restaurant is like treating yourself to a short trip to France. The new concept plays the premium card in a bistro-chic atmosphere, while highlighting Délicrance's farming heritage; a sure sign of quality in the eyes of international customers. The human chain that VIVESCIA Group forms from field to fork is something that Délicrance is the only market player to be able to legitimately claim.
- **... and telling stories about Délicrance's singular identity**
Today, photos and murals make explicit reference to farmers, artisan baking know-how, and the Paris Bakery School. Some restaurants also organise events and bakery/pâtisserie lessons. A blend of tradition and innovation down to the slightest detail.



- **Increased revenue, and soon "the Janus effect"**

Since May 2015, Délifrance has opened 52 restaurants with the new concept (including renovations and new sites). And it's already a hit. Most of the restaurants that have adopted the new concept have seen their turnover grow: + 25% for the very first franchisee in Amsterdam, and up to + 40% in Japan. Receiving a Janus award is recognition of the brand's excellence, making it even more attractive to current and future franchisees. It's a compelling competitive advantage in a very competitive market.

The JANUS awards in brief: Every year, the French Institute of design (IFD) honours companies and local authorities that are committed to progress with a focus on people, industry, and the city. For the Janus award's 65th anniversary, the IFD decided to pay homage to companies in industry, trade, and design professionals distinguished by this label. <https://www.institutfrancaisdudesign.fr/index.php/les-janus/les-laureats-2018>

About Délifrance Franchise International

A company of VIVESCIA group, Délifrance has established itself as one of the world's leading French-style bakery café-restaurant chains since 1984. Délifrance produces and sells 1,000 different bread, viennoiserie, pâtisserie, and savoury products to hotel, restaurant, and bakery professionals. These products are served every day as part of a concept inspired by French *art de vivre* and Parisian elegance. Délifrance Franchise International has 350 outlets in 10 countries. www.restaurants-delifrance.com

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About VIVESCIA Group

VIVESCIA is an international, cooperative farming and food processing group, with 7,500 employees in 24 countries, generating revenue of €3.2 billion. Specialising in producing and adding value to grain through food applications, VIVESCIA is owned by 11,000 farmers from the north-east of France.

As the leading French grain cooperative, VIVESCIA is committed to taking care of grain, from field to fork. 1 in 10 croissants in Europe is produced by our group; 1 in 10 beers worldwide is produced with our malt; Francine, the leading flour brand on the French market, is an integral part of the cooking experience for millions of French families. Every day around the world, thousands of consumers enjoy delicious sweet and savoury snacks together in our 350 Délifrance restaurants.

Over the last 90 years, a Grain Community has emerged, driven by the same entrepreneurial ambition to further their mission: to nourish people. Every day, VIVESCIA's farmers and employees undertake to innovate for more sustainable farming and food. www.vivescia.com

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