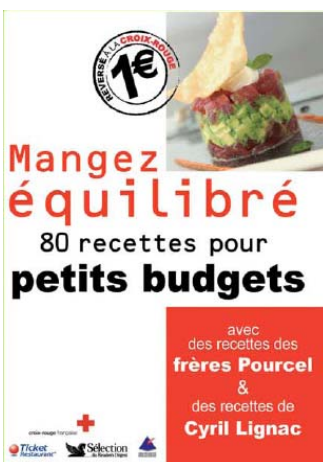


Press Release

Paris, 15th May 2007

A balanced diet: everyone's business!

Ticket Restaurant® and the French Red Cross are publishing a book of 80 recipes for tight budgets with Sélection du Reader's Digest,



Eating well for under 1 or 2 euros per dish and per person is the aim of this book published by **Sélection du Reader's Digest** on **23rd May 2007** on the initiative of **Ticket Restaurant®** and the **French Red Cross**. The **UMIH** (Union des Métiers et de l'Industrie de l'Hôtellerie) is also supporting this book in its role as a fervent defender of balanced food in catering.

In this book, selected contributors reveal their secret recipes for under € 2 per dish and per person: well-known chefs like **Cyril Lignac** or the **Pourcel brothers**, restaurateurs having joined the Ticket Restaurant® "Alimentation & Equilibre" programme and volunteer cooks in the food distribution and social grocery operations run by the French Red Cross.

The result: a simple, practical book to eat a balanced diet while saving money and energy. In addition, for every book bought, **€ 1 goes to the French Red Cross.**

- **80 tasty dishes at incredibly accessible prices**
For each recipe, the reader can immediately see the cost price per dish and per person thanks to a € 1 coin symbolising the price. This never exceeds € 2 per dish and per person!
- Under € 1 per dish and per person: tagliatelli with courgette coulis, chicken parcels, coley timbale...
- Under € 2 per dish and per person: tuna and avocado tartare, stuffed mushrooms, courgette moussaka...
- **Tips and advice to vary the pleasures of eating**
Tricks, no-waste and presentation tips... everything you need to know for successful dishes every time, even the very first time!
- **References for a balanced diet**
Because the pleasure of eating can also go hand in hand with a balanced diet, this book offers a selection of balanced recipes based on the Ticket Restaurant "Alimentation & Equilibre" Programme
- **A special guide**
It is packed full of advice on how to eat a healthy diet, on where, what and how to buy and obtain the best products at the lowest cost. It also suggests seasonal menus.

Through this project, Ticket Restaurant® and the French Red Cross show their joint determination to put public health and nutritional issues at the heart of their concerns. For that, each partner actively strives to offer its users access to diversity and a free choice of the products they eat, on the principles of a balanced diet:

- To help users concerned about what they eat, **Ticket Restaurant®** launched its "Alimentation & Equilibre" programme in 2005. Drawn up by a panel of international experts (nutritionists and restaurateurs), this programme, thanks to the **Gustino** mascot, allows consumers to identify dishes on a restaurant's menu which comply with the principles of a balanced diet. The operation has been a success as more than **1,400** French restaurateurs now offer a simple and reliable solution for their

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customers wanting a new, healthier approach to lunch. Ticket Restaurant® now wants to share this experience with everyone in this book.

- For the **French Red Cross**, the aim is to respond to the alarming findings of the ABENA survey conducted by the Institut National de Veille Sanitaire in March 2006 on the nutritional status of people receiving food aid. This study highlights obesity, hypertension and vitamin deficiencies. The French Red Cross is thus committed to setting up a national plan to improve food aid, aimed at distributing food that complies with the principles of a balanced diet for people who use its distribution points and social groceries. The examples of recipes given in this book illustrate the determination of the French Red Cross to modernise its food aid actions.

Introduction by Professor Jean-François Mattei, President of the French Red Cross

Preface by Serge Ragozin, Managing Director of Accor Services

Publication date: 23rd May 2007

Price: 5, 95 € of which €1 goes to the French Red Cross

Format: 20 x 26 cm - 96 pages - 80 colour photos

The book is distributed in 5,000 outlets: 1,000 independent bookshops and multimedia stores, 700 hypermarkets, 1,500 supermarkets, 1,500 neighbourhood bookshops and newsagents, 200 Belgian bookshops and hyper/supermarkets, 100 Swiss bookshops and hyper/supermarkets

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