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## **Sodexo announces global launch of Aspretto: fair trade-based hot beverage service offer**

Sodexo, a leading food and facilities management services provider, has today announced that it is expanding Aspretto, its fair trade-based hot beverage offer (tea and coffee) offer, to client sites throughout the world following completion of a successful introductory pilot on 20 sites in five countries.

Sodexo, who buys an average of 8,000 tons of coffee and serves more than one billion cups per year, will expand the offer to 500 sites around the world by year-end. In addition to the quality of the coffees and teas, the Sodexo service offer is conceived around four core principles: diversity, health and well-being, environmental protection and social responsibility.

The principles are reflected in specific commitments related to the *Aspretto* offer:

- Guaranteed traceability of teas and coffees to verify that they are 100% naturally-produced
- Product-sourcing from local markets accredited by the Rainforest Alliance, the Fairtrade Foundation and the Soil Association
- A reduction of material used
- Use of materials that are fully bio-degradable or recyclable in packaging and utensils (cups, stirrers, napkins, etc.).

The certifications obtained by Sodexo confirm its contribution to local economic development and education and training programs. For example, an agricultural cooperative in Nicaragua has been able to use this system to build school benches for pupils and finance purchases of school supplies and meals.

In addition, Sodexo donates part of the price to its global STOP Hunger programme that tackles hunger and malnutrition in local communities. During the *Aspretto* test phase, for example, the purchase of 181 tons of fair trade coffee generated revenue of \$40,000 USD for STOP Hunger.

In addition to *Aspretto*, Sodexo offers an increasing number of fair trade products through initiatives around the world in countries where the Group operates. In the Netherlands and South Africa, Sodexo offers a large number of fair trade products, including bananas, coffee and tea, in collaboration with Max Havelaar and Chiquita; in Belgium, Sodexo Foodservices sites can purchase a wide variety of certified fair trade products through Oxfam, Java or Maas International, including coffee, tea, fruit juices, chocolate, wine and rice.



Thomas Jelley, corporate citizenship manager, Sodexo UK and Ireland, said: "To us, corporate citizenship is about responsive business practice across all our operations and this is an exciting new example of how we try to integrate economical, social and environmental factors in our daily activity. "

Damien Verdier, Group executive vice president and chief marketing officer (Offer Marketing, Supply Chain and Sustainable Development), said: *"Sodexo is proud to further its commitment to fair trade, in keeping with the Group's values and ethical principles. Our commitment encompasses both environmental and societal considerations and is consistent with Sodexo's mission to improve the quality of daily life and to contribute to the economic, social and environmental development of the regions and countries where we operate."*

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**For more information on Sodexo's Aspetto offer, please click on [www.aspetto.sodexo.com](http://www.aspetto.sodexo.com)**

### **About Sodexo**

In the UK and Ireland, Sodexo employs 43,000 people, and provides food and facilities management services to clients at over 2,300 locations in the corporate, education, healthcare, leisure and defence sectors.

Many companies rely on Sodexo for cost-effective solutions to their employee or hospitality catering, or to deliver services such as cleaning, reception, switchboard and help desks, mailroom, reprographics and grounds maintenance.

Sodexo is part of the Sodexo Group, the leading global provider of food and facilities management services, with more than 375,000 employees at 30,600 sites in 80 countries.

[www.sodexo.com](http://www.sodexo.com)