

**LESIEUR LAUNCHES LESIEUR MA POPOTE !
THE NEW BRAND THAT PROMOTES PLANT-BASED FOOD**

Press release, June 28, 2023

Lesieur knows its plant-based stuff really well! The brand, a faithful partner in French kitchens since 1908, draws on its century-old know-how to create its new offer that focuses on cooked legume-based main dishes: Lesieur MA POPOTE !. Ever-so easy to prepare, affordable 100% gourmet plant-based recipes sure to delight. An indulgent treat for lovers of healthy, assorted cuisine.

LESIEUR MA POPOTE !, 100% plant-based recipes made from legumes

Lesieur MA POPOTE !, imagined hand-in-hand with Chef Eric Reithler and nutrition experts to please young and old gourmets alike, invites to discover 3 ranges of delicious, healthy products made from cooked legumes:

- My patties (Red kidney beans / Chickpeas) 200 g – RMP¹ €2.79
- My mixed legumes in microwaveable bags (Chili/ Rice and lentils/ Quinoa and lentils) 220 g – RMP €2.29
- My veggie balls (Red kidney beans / Chickpeas) 180 g – RMP €2.99

These protein-rich recipes, all rated Nutri-Score A, are made using French legumes and all deliver plant-based goodness... without ever compromising on pleasure! Lesieur MA POPOTE ! gourmet, healthy recipes, made with carefully-selected, simple ingredients, will be totally at home in any French kitchen with their delicious tastes. Discover this new product today in the "Fast-cook Rice & Pulses" section of the Rice & Pasta aisle, at a recommended retail price of less than €3 to help you switch over to a more plant-based diet.

LESIEUR, WE MAKE A BIG DEAL OUT OF PLANT-BASED DISHES!

LESIEUR, OVER 100 YEARS OF COMMITMENT TO TRANSITIONS

Lesieur, a plant-based expert for over 100 years, accompanies French people through their environmental and food transitions by launching its plant-based main dishes on the market. Through Lesieur MA POPOTE !, the brand pursues its commitment to offer premium-quality, healthy and affordable products that meet French people's expectations and changes in their eating habits. Who could be better than Lesieur when it comes to promoting plant-based food?

¹ RMP: Recommended Marketing Price

Lesieur, promoting transitions

Lesieur, a plant-based company since 1908 and one of Avril's business units, is committed to supporting food and environmental transitions. Through its iconic brands renowned for their quality, such as Lesieur, PUGET, ISIO 4, Coeur de Tournesol, Frial, and Fleur de Colza, Lesieur works hand-in-hand with farmers and all the players in its supply chain to ensure that good food is accessible to all. Its strong local roots, the strength of its inclusive community, and its commitment towards sustainable practices from the land to the table drive the company to engage in ambitious CSR initiatives promoting climate and biodiversity. More information at www.lesieur.fr.

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