

Press Release
Paris, November 12, 2019

Areco Supports the Major Cause « Acting to Eat Better » Launched by Make.org

Areco, the leader in nebulisation across Europe, joins Make.org alongside Système U, Danone, Bonduelle, and Fleury Michon. Make.org is the main independent European civic platform aiming at encouraging citizens to act for a positive transformation of society.

This partnership is in line with the values of the innovative French SME. Since its creation in 1998, Areco is committed to fighting against food waste and granting access to healthy food products.

Areco acts on behalf of the dietary transition process thanks to its global and smart management solution for fresh food sections. This solution is based on a unique preservation system, which is operated by nebulisation, cooling plates and digital technology.

The main ambition of Areco is to generalise the consumption of fresh food products among the largest audience possible, particularly individuals who rarely consume them.

« The approach of the Major Cause "#AGIRPOURMIEUXMANGER" (Acting to eat better) reflects the customers' strong expectations regarding food. As part of the Great National Debate to reinvent Europe, the healthy food topic stood out as a one of the priorities for French and European citizens in the last two consultations launched by Make.org. » explains Axel Dauchez, Founder and President of Make.org.

« We are delighted to welcome the company Areco, which provides French-manufactured solutions preserving fresh products, as well as innovative patents with 100% natural devices and no chemical products. » adds Estelle Colas, Major Causes Director at Make.org.

« We are thrilled to have been chosen to support this Major Cause. Our technology has always promoted a healthy diet. It allows protecting fresh food products, preserving their flavour and nutritional properties, improving their attractiveness, encouraging their purchase, and reducing food waste by half. Supporting this civic commitment is fully in line with our corporate DNA. » specifies Michel Gschwind, co-Founder of Areco.

As part of its new commitment, Areco joined the transformation workshops of the [Major Cause "#AgirPourMieuxManger"](#) (Acting to eat better) on October 7 and 8, 2019.

At the beginning of 2020, the next step will consist in revealing the concrete action plan resulting from the wills of citizens.

About Make.org

Make.org is a leading civic platform launched by the European Civic Tech. Its goal is to encourage the commitment of all civil society stakeholders in favour of a positive transformation of society. This European General Interest accelerator develops 3-year long programs known as "Major Causes", which are rolled out in 3 steps: a mass consultation, workshops dedicated to transformation, and the incubation of actions.

www.make.org / @Make_org

Press Contact : Marie Vasseur - PR Consultant mvasseur@kalima-rp.fr / +33 (0)6 33 62 15 97

About ARECO

ARECO is a French company specialising in the performance of fresh food sections. It is committed to fighting against food waste, as well as promoting a healthy diet and sustainable development.

Innovation-driven, ARECO is the European leader regarding customised solutions that enable food stores to better promote and manage their fresh food sections.

ARECO designs, manufactures, markets, sets up and provides maintenance of tailor-made solutions dedicated to managing and promoting fresh food sections (fruits and vegetables, meat, fish, and dairy products).

Press Contacts

Sylvie Poillevé

sylvie.poillevé@lambassade.agency

+33 (0)6 69 46 59 24

Estelle Reine-Adélaïde

Estelle.reine-adelaide@lambassade.agency

+33 (0)6 17 71 74 73