





# ***PAUSE FRUITÉE***

## **Well-being at work**

The pioneering Lyon-based company, ***Pause Fruitée***, has been providing its service, delivering fruit to offices, since May 2008. Eric CHARPENTIER got the idea for the service whilst working in Denmark. He was impressed by the importance placed on the quality of life of employees at work: a concierge service, vertically adjustable seats for improved ergonomics, cold meals to facilitate digestion and... fruit baskets placed in relaxation areas!

The idea was soon popular with medium-sized businesses and also very large businesses (Panzani, Boiron, Radio-Espace...). This development was supported and strengthened by a solid partnership with the Rhône-Alpes Futur foundation, the objective of which is to raise awareness about its nutritional research programme by encouraging companies to participate in it via the fruit delivery service. A second partnership, oriented towards education, was established with the vocational college in higher education, SEPR, in order to create an environmentally-friendly, practical fruit display.

The prospects are good in a context in which consumers are changing their attitude, faced with a succession of proven fears about food and are looking for good practices in terms of health by favouring organic and quality labels which provide reassurance. Furthermore, the government's campaign to improve public health has established in everyone's minds the importance of eating 5 fruit and vegetables a day. Finally, eating more healthily has become an urgent requirement which the ***Pause Fruitée*** service meets by delivering fruit to companies.



***Pause Fruitée*** offers a service delivering seasonal organic fruit baskets to companies, which are placed in relaxation and cafe areas for employees.

The company's founder seized the opportunity of this niche market by focusing on current socio-economic topics in business, such as improving the well-being and health of employees.

Another strong point of ***Pause Fruitée*** is having local farmers as their only supplier, which gives the company a strong local identity.



## Promoting health at work

**Pause Fruitée** operates in Lyon and its suburbs. The concept is both simple and effective since it allows companies of all sizes to make available to their workers a basket containing organic fruit from the region, to be eaten throughout the day. Fruits come from France and 50% comes from the Rhône-Alpes region.

The baskets are prepared by **Pause Fruitée** and placed in communal areas of the company, such as the reception, cafe or eating areas. Offering a new service to employees which uses local producers demonstrates the company's desire to invest in its future and care for the environment. "Eating local produce" reduces the impact on the environment caused by transporting fruit by reducing CO2 emissions. In this way, companies favouring local produce combine sound economic sense, corporate social responsibility and a responsible attitude towards the environment.

**Pause Fruitée** has been certified 100% organic by Ecocert. Choosing organic is choosing not to consume food containing pesticides and there are many advantages: you don't need to peel apples or pears – which saves time when you're having your break!

To meet a range of requirements, **Pause Fruitée** provides baskets in different sizes and for all types of budget:

- > The 3 kilogram basket: affordable for very small businesses with 10 employees, from €23 (exclusive of tax)
- > The 5 kilogram basket: for SMEs with 20 - 40 employees, from €29 (exclusive of tax)
- > The 8 kilogram basket: for companies with over 50 employees, from €45 (exclusive of tax).

The price for the fruit delivery service includes preparation, delivery and placing fruit baskets on the display, as well as its upkeep.

**Pause Fruitée** has new ambitions, such as producing baskets in recycled materials and plans to equip them with a tray for collecting the waste of certain types of fruit, such as bananas, so that it can be made into compost.

The fruit delivery service makes it easy for companies to meet current public health requirements. As well counting towards your 5-a-day quota, eating fruit at work has other advantages: it helps prevent you from snacking on unhealthy food and smoking, combats stress and helps to energize you, especially in winter.

Since it started out, **Pause Fruitée** has been a partner of the Rhône-Alpes Futur foundation. This partnership can take different forms depending of the requirements of the company: either employees contribute to the project by paying for the fruit that they eat (box for collecting the money) or the cost of the service is increased by 2.5% and an amount is then transferred to the Rhône-Alpes Futur foundation.





Every company can contribute to the requirements of sustainable development and many now observe the principles of corporate social responsibility (CSR). The **Pause Fruitée** concept is a concrete response to a social and environmental requirement.

Finally, **Pause Fruitée** wants to develop online training on nutrition and professional efficiency. The main aim of this fun educational service, which doesn't take up much time, will be to raise awareness about the most important aspects of diet and nutrition, as well as their importance in terms of work.

## Further information

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<http://www.pause-fruitee.fr/>



**TRADE NAME**  
Pause Fruitée

**ACTIVITY**  
Delivering fruit baskets to offices

**DATE CREATED**  
2008

**NUMBER OF OUTLETS**  
Online shop only

**ADDRESS**  
23 rue Hector Berlioz  
69009 LYON

**MAIN INNOVATION**  
Eco-consumption  
Socially-responsible consumption

**MAIN PRODUCT**  
Organic fresh fruit