

Press release
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Campanile strengthens its commitment to more responsible food choices and involves all its hotels in France during a month dedicated to sustainable gastronomy

Campanile, the historic brand of Louvre Hotels Group, has been committed to responsible gastronomy for several years and is involving its employees, partners and customers to celebrate sustainable food in its hotels in France. While Sustainable Gastronomy Day is scheduled for 18th June, Campanile in 2023 has decided to intensify its message and initiatives about this topic throughout the month of June.



This "Month of Sustainable Gastronomy " is part of Campanile's commitment to making its customers aware that paying attention to what is on their plates can have an impact on their health and well-being, as well as on the environment. This committed approach promotes a healthy and delicious food, that is also environmentally friendly.

Celebrating sustainable gastronomy all day long

This month dedicated to Sustainable Gastronomy is taking place in all Campanile restaurants in France from 1 to 30 June. It is an opportunity for the brand to raise awareness among its customers, in a fun way, of the alternatives for a more responsible way of eating they can adopt. This involves for example promoting seasonality, anti-waste actions and reduced consumption of animal proteins.

As part of this campaign, the brand is planning several highlights throughout the day. Breakfast will celebrate French or regional products, seasonal, organic, or gluten-free food. Lunch and dinner will focus on legumes, with tasty, sustainable recipes and educational activities.

Campanile also encourages its teams to organize various playful activities. During meals these could be short quizzes, card games which focus on sustainable gastronomy and other activities such as a game that educates the senses.

Promoting better consumption habits

Campanile has already been working for several years to implement and promote good practices that apply to both its hospitality and restaurant activities. The brand's commitment to sustainable cuisine is based on rational purchasing, giving priority to local supplies and seasonal products, without ignoring tasty aspects.

One example of this commitment is the place Campanile restaurants give to regional and French products. All the bread and pastries served are made from French flours, and 100% of the meat on the menu comes from France. What's more, the restaurant menu respects the seasonal nature of products, changing 4 times a year with each season.

Regular or long-term partnerships are forged with local producers, such as the one signed with Les 2 Marmottes, which offers herbal teas produced in Haute-Savoie, and Petit Côté, the first brand of vegetable-based pastries made in France.

Raising awareness is also a key part of the Campanile experience. Kitchen teams are trained to better eating habits, so that they can offer tasty and environmentally friendly meals. In 2022, the chain even launched its own training module in partnership with La Source, a school specializing in sustainable cooking. Employees have been able to learn about fighting wastage, eating more vegetarian meals and alternatives to animal proteins.

In addition to its commitments to upstream supply chains and training, the brand has also introduced a policy to reduce food waste. Louvre Hotels Group's partnership with Too Good To Go has saved nearly 30,000 food baskets in 2022, the same amount as 74 tons of CO2 or 883 Paris/New York flights.

« We are proud to launch the month of Sustainable Gastronomy for the first time in France; this event is an opportunity to build awareness in a fun way with our clients towards a more thoughtful way of consuming, so that they can enjoy their meals all while limiting their impact on the environment and protecting their health. » says Christophe Macedo, Louvre Hotels Group's F&B manager.

« With Sustainable Gastronomy Day taking place on 18th June, we are delighted to dedicate an entire month to this topic, to involve both our Campanile establishments in France and our clients. These four weeks will also give us the opportunity to highlight our long-standing commitments to sustainable food and responsible purchasing. » says Marie Nonell, Louvre Hotels Group's Head of CSR.

About Louvre Hotels Group

Louvre Hotels Group is a major player in the global hospitality industry, with a portfolio that now includes about 1,700 hotels in 60 countries.

It has a full hotel offering, spanning 1 star to 5 stars, with the brands: Première Classe, Kyriad, Kyriad Direct, Tulip Inn, Tulip Residences, Campanile, Golden Tulip, Royal Tulip; the 5 brands of the Sarovar network in India and the French Group Hôtels & Préférence. The group also has a distribution agreement with the Barrière Group.

Louvre Hotels Group is a subsidiary of Jin Jiang International Holdings Co., Ltd., the 2nd hospitality group in the world.

Louvre Hotels Group Press Contact :

Marjorie Rigouste - marjorie.rigouste@change.bz - 06 70 98 11 06