



## **DANONE INAUGURATES NEW PLANT-BASED BEVERAGE PRODUCTION FACILITY IN VILLECOMTAL-SUR-ARROS, FRANCE, DEVELOPING A NEW PRODUCTION MODEL AND NEW SKILLS TO MEET CONSUMER EXPECTATIONS**

**Press release  
Villecomtal-sur-Arros, February 12, 2024**

**CEO Antoine de Saint-Affrique joined French officials and Danone employees today to inaugurate its newly transformed production facility in Villecomtal-sur-Arros in southwestern France. Reflecting Danone's focus on anticipating consumer needs, the site's conversion to plant-based makes it a new reference point in Europe for the production of oat-based drinks for the Alpro brand.**

**Partner of the Paris 2024 Olympic and Paralympic Games, the site will be the starting point for the "Danone Champions Tour", the largest corporate relay race, with over 1,000 runners on February 19.**

**Villecomtal is now a center of industrial excellence in the heart of France, serving markets across Europe. Its transformation took nearly two years and called for a capital investment of several million euros.** With its cutting-edge technology, the site is now home to Danone France's only oat-flour-to-oat-juice production facility.

The Villecomtal-sur-Arros plant features **two innovative and competitive production lines**, one operating at high speed. Beverage output is set to reach over 300,000 liters a day for distribution in France and 26 other European markets. 90% of total production is designated for export, making the site a European showcase for French plant-based products.

To support the transformation of the site **all its employees received specialized training in plant processing techniques.** Course content drew on Danone's existing expertise, as the company already operates a facility dedicated to the production of plant-based products in Issenheim in eastern France. Thanks to exchanges between the two sites, 49 staff members at Villecomtal-sur-Arros were trained by their counterparts at Issenheim to manage the start-up of the new production lines. **As the food industry evolves, these employees are thus developing new future-facing skills.** This site will be the starting point for new expertise at the forefront of innovation.

*"We're a multi-local company, which means our strength and our future lie in our employees and our historic presence in local communities. Today we're proud to open a new production site for plant-based beverages. Making these products in France gives us a unique position in this market."* **Yann Le Roy, Operations Manager, Danone France**

### **VILLECOMTAL AS A CATALYZER FOR THE FUTURE OF FOOD**

As the global leader in both dairy and plant-based products, Danone focuses on inspiring healthy and diversified diets. With **one-quarter of French people now identifying as flexitarian**, the consumer demand for plant-based products is clear.

As such, **Villecomtal embodies the “Renew Danone” strategy, based on adapting and rounding out product ranges to grow and maintain a competitive edge**, in step with consumer demand for healthy, diversified products. **All of which makes the facility a strategic priority for Danone, dedicated to diversification and future growth in France and other European countries.** With the inauguration of Villecomtal-sur-Arros, Danone now has two French and four European sites dedicated to plant-based beverages, with the well-known Alpro brand a key driver.

Alpro already caters to 3.6 million regular consumers in France. Danone sells more than 20 million liters of Alpro plant-based beverages in France, and over 300 million across Europe. Building on the flexitarian trend developing in Europe, **Danone is using all of its know-how to innovate both its dairy and plant-based products and meet French and European consumers’ demand for greater variety in their diets.**

*“Our Alpro brand is committed to dietary diversity, and we are working hard to meet demand. Going forward, we aim to raise awareness among France’s 67-million strong population. And to do that, we will be stepping up production of both our oat-based ranges, rich in plant proteins, and our on-the-go formats,”* says **Benjamin Chevallier, Country Manager Plant-Based France.**



### **A STANDARD-BEARER FOR THE PARIS 2024 OLYMPIC AND PARALYMPIC GAMES**

As an official partner of the Paris 2024 Olympic and Paralympic Games, Danone offers expertise in balanced nutrition through its dairy and plant-based products for all ages and is contributing to the 13 million meals that will be served during the Games.

During the Games, the plant-based Alpro specialties produced by staff at Villecomtal-sur-Arros will deliver calcium- and fiber-rich nutrition to athletes, sports lovers, and spectators alike, with the support of Olympic athlete and brand ambassador, Clarisse Agbégénou.

Employees will also take part in **the first Danone Champions Tour on February 19—the biggest corporate sports relay ever in France, with over 1,000 Danone relay runners and over 4,400 kilometers covered in more than 1,200 towns and cities.**

From February 19, you can follow this adventure: [www.danone-championstour2024.fr](http://www.danone-championstour2024.fr)

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#### **About Danone France**

Danone is France’s leading food company. In line with our mission —bringing health through food to as many people as possible—we’ve been a lifelong companion to generations of French consumers. From breakfast to dinner, we’re part of everyday life, offering dairy and plant-based products, natural mineral waters and specialized nutrition through a portfolio of 26 B-Corp™ certified brands such as Activia, Alpro, blédina, Danette, evian, Laboratoire Gallia, Nutricia and Volvic. Our roots in France run deep. With 25 sites, 6,500 employees and nearly 2,000 partner farmers, we work hard every day to deliver local, sustainable foods and beverages, innovating every day to meet consumer expectations. Danone is an official partner of the Paris 2024 Olympic and Paralympic Games.