



ALIMENTATION ESSENTIALS

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**Alimentation is nourishment, in the broadest sense-
with eating and drinking as a pleasurable cultural,
social, emotional and physiological experience**

We want to be an organization that favours healthier eating and drinking behaviours that nourish individuals, as well as socially and culturally bring people together.

We are moving from 'selling food and beverages' to 'influencing dietary habits'

In some ways, Alimentation is the entire reason for being of our company, but this stream has some specific action steps to transform the way we operate to better deliver on this promise.

Alimentation
beyond selling food and beverage products





Create healthier solutions with Phosphatine



Iron for Pregnant Women and Children



Cameroon & Cote d'Ivoire

Public Health context: Anemia is a serious concern in Africa. If the illness is culturally known, the lack of awareness of the importance of diet to prevent anemia, and the use of non appropriate "traditional" treatments to cure anemia, represent real obstacles towards solving problem.



Danone's Purpose: Contribute to prevent iron deficiency in middle-class by offering relevant & accessible complementary food: Phosphatine instant cereals enriched in iron.





Fontvella drives kids for healthier habits



Public Health context:

- + 80% of Spanish kids & teens do not drink enough water.
- + 20% of what they drink is beverages containing sugar.
- 45% of Spanish kids are overweight.

Danone's Purpose: Make water more enjoyable to increase water consumption in Spanish kids instead of sugar-sweetened beverages.



ExpertCare Program Building a new category



China

Public Health context:

Cow's milk allergy (CMA) is one of the most common food allergies in early childhood and CMA has many indirect Medical (faltering growth, nutritional deficiencies) and social (quality of life, stress for infants/parents) consequences.

3% of infants will develop Cows Milk Allergy (CMA).

0,5M new cases every year in China. Mums often go to the Drs 10-20 times before the correct diagnosis is made.

Danone's Purpose: Reduce the health impact of allergy from early life while promoting this high growth potential category via Build up ExpertCare among HCPs & Parents.



Infants allergy
management

