



Alpro takes steps on French market through partnership with Solinest

As of February 2015, Alpro's soy drinks and other plant-based drinks based on almond, hazelnut, rice and oat will be sold in French supermarkets. To this end, Alpro enters into a partnership with Solinest, a major French player in the distribution industry and as such forming the link between industrial partners and retail.

Alpro wants to penetrate the French market with its innovative products. Next to soy drinks, Alpro also wants to focus on drinks based on other ingredients, especially almond milk.

"More than ever, we're now looking at France as a market that is open to change and innovation", explains Bernard Deryckere, Alpro's CEO. We've noticed that the French market is ready for our plant-based products. Therefore, we've planned considerable marketing investments, together with the new distributor, to realise growth on the French market", says Bernard Deryckere.

The Alpro brand will be available as of February on the milk shelves of Carrefour and as of April in other French supermarkets as well.

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