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WHAT : PRESS RELEASE

BONJOUR FRENCH FOOD SURPRISES LONDONERS WITH GOURMET FOOD HAMPERS SUBSCRIPTION BOX

Bonjour French Food has launched its first subscription-based e-commerce site for Londoners wishing to discover authentic French produce. Subscribers sign up to receive a monthly gourmet hamper filled with a surprise selection of between five and seven products, together with information on the French producers. From £29.

BONJOUR FRENCH FOOD CONCEPT

Every month, a gourmet rendez-vous with France.

Bonjour French Food offers a « subscription-based » e-commerce website for Londoners. Customers receive every month a surprise selection of typical French food. 100% Authentic, 100% Good.

It's like a lucky bag !

The advertisement features a central illustration of a hamper subscription box. The box is orange with a blue circular logo on top that says "Bonjour French Food". Surrounding the box are various French food products: a jar of "Pâte Composé", a tin of "Terrine Grand-mère", a jar of "Confiture", a box of "Gateaux de notre en-fa-maison", and a box of "CHOCOLAT Maison à croquer". The background is a light blue and white polka-dot pattern.

DISCOVER

At home our selection of 5 to 7 delicious french products

EVERY MONTH

From £29*

Shipment included
No comitment

Now available in London!

HOW DOES BONJOUR FRENCH FOOD WORK?

Bonjour French Food's online subscription makes it quick and easy for the client to sign up to its service with just a few steps to complete on the website. Once subscribed, the client will receive — on or around the 10th of each month — a carefully packed hamper containing a gourmet selection of between five and seven authentic French products. Also included is the Bonjour French Food mini-magazine filled with news on French topics of interest, information about French-based producers, and useful addresses for sourcing French products across Greater London.

WHO IS IT FOR?

The service provided by Paris-based Bonjour French Food is designed for anyone that appreciates fine food and is based in Greater London; the company intends to branch out into the regions in due course. It is particularly suited to French expatriates in London, who may be nostalgic for certain products that are hard to find in the UK, but also to British enthusiasts for the French *art de vivre* who wish to discover France's culinary heritage.

It's an ideal gift !

WHAT CAN I FIND IN MY BONJOUR FRENCH FOOD HAMPER?

The hampers are made up from a half savoury/half sweet selection of products that are 100% French. The product choice is key to client satisfaction and the selection criteria are based on authenticity, the French roots of the product offering and, above all, taste. For this reason, clients receive produce from small, regional producers as well as the largest manufacturers such as Comtesse du Barry (foie gras and delicatessen food) or Michel et Augustin (biscuits). Marlette is another favourite of the Bonjour French Food team, thanks to its organic recipes for typically French products such as "crêpe" batter and farmhouse bread. Moitié salée/ moitié sucrée, la sélection est 100% MADE IN France.

BEHIND THE SCENE

Once the partners of the month have been chosen by Bonjour French Food, the products are prepared in the ESTAT Dumonteuil workshop in Paris. This non-profit workshop welcomes more than 80 disabled workers whose paid work contributes to their integration into society. The team at Bonjour French Food were won over by the cheerful, yet hardworking, atmosphere in the workshop. Each package is prepared with care by the members of the association and is individually signed, so that the client knows exactly who has prepared the hamper.

The packages are dispatched in batches and, once they have arrived in London, couriers deliver the gourmet hampers to their final destination. This system ensures that the packages travel in total safety, limiting the risk of breakage, and also allowing for flexible delivery times (i.e. after 6:00pm).

ABOUT THE COMPANY

Bonjour French Food was founded by two friends, Véronique Poulou and Julien Batifoulier, who originally met at HEC, the prestigious Paris business school. Inspired by their love of the French *art de vivre*, they came up with the idea for these gourmet hampers with their expatriate friends in mind.

After eight years spent at L'Oréal, Véronique Poulou had developed strong skills in digital marketing and brand management, whereas Julien found his strengths in web entrepreneurship, having founded two successful websites: www.cinetrafic.fr and www.showroominparis.com. Building on the expertise of its two founders, Bonjour French Food aims to become a major partner for French food-and-drink brands wishing to develop their export business in the UK.

PRICE & DELIVERY

London-based consumers have a choice of price plans, starting from £29 per month payment in sterling is straightforward on the Bonjour French Food website. Shipment included.

Delivery between 6 pm and 10 pm around the 10th of the month

FIND US ON THE WEB

www.bonjourfrenchfood.com

FACEBOOK : www.facebook.com/bonjourfrenchfood

TWITTER: www.twitter.com/bonjourfrfood