



# Sodexo Live! x Paris 2024

# Le goût de l'exploit\*

Press kit  
May 2023



sodexo  
*live!*



OFFICIAL  
SUPPORTER

\*Recipe for success



**"S**odexo Live! is incredibly proud to be an active contributor to this standout event that is so important not only for Paris, but also for France. All our teams are already working to create a unique and unforgettable experience for the Olympic and Paralympic athletes and the public. Our commitments to social and environmental progress will ensure that we help Paris 2024 to achieve the important challenge of delivering the most sustainable Games. "

**Nathalie Bellon-Szabo,**  
Global CEO, Sodexo Live!

**"P**aris 2024 has chosen the expertise of Sodexo Live! to offer the Olympic athletes a world-class level of food service. From their perspective, a key ingredient of the overall Games experience includes the vital ingredient of the food they are served. Eating well is, of course, key to performance, but it's also synonymous with the pleasure of getting together over a shared meal. We share the high level of Sodexo Group's commitment to CSR issues, and the same determination to deliver a more environmentally and socially responsible Games. And it all begins on the plate, with food product selection and the recruitment of best-in-class catering staff, as well. "

**Tony Estanguet,**  
President, Paris 2024.

**"T**he Paris 2024 Olympics have a unique magnetism all on their own. Never in my career have I experienced such pride and enthusiasm among our teams for hosting an event. New applications to come work with us are flooding in each and every day – from inside and outside the company – and from all over the world. It's an absolute privilege to contribute to this amazing event. "

**Franck Chanevas,**  
CEO of Sodexo Live! France  
and Spain

## Partner of some of the world's biggest sporting events, Sodexo Live! will leverage its expertise to work for the 2024 Olympic and Paralympic athletes.

Sodexo Live! will provide food services not only for the Athletes' Village, but also for fans, the staff of the organizing committee, as well as athletes at 14 Paris 2024 Olympic and 8 Paralympic competition venues, **with 3 main goals:**



**To contribute to athletes' personal performance** by serving a balanced diet tailored to the needs and demands of elite sport.



**To give athletes an experience as memorable** as this unique event itself by working with three iconic and super-talented Chefs: Akrame Benallal, Amandine Chaignot and Alexandre Mazzia.



**To contribute to achieving the environmental and social ambitions** of Paris 2024.

### Key figures

**6,000**  
employees involved

**15%**  
of those hired will be  
from disadvantaged  
communities



**AT THE ATHLETES'  
VILLAGE:**

**15,000**  
athletes (206 Olympic  
and 182 Paralympic  
delegations)

Up to  
**40,000**  
meals served daily

**2 months**  
of 24/7 service



**FOR COMPETITION  
VENUES:**

**14**  
Paris 2024 Olympics  
competition venues

**8**  
Paris 2024 Paralympics  
competition venues

**60%**  
of the food offered to spectators  
will be plant-based

# #LEGOÛTDELEXPLOIT

*It's not a line, it's not a track, it's not a time, it's not a score, it's a victory.*

*The victory of welcoming the world's elite athletes in the same place, at the same time.*

*It's not a race, it's a feat to offer more than 15,000 athletes from 206 Olympic delegations and 182 Paralympic delegations the very best in nutrition, and make our own delicious contribution to their achievement.*

*It's not a performance, it's an ambition to leverage that we are hosting the world's biggest event. And, to showcase the team spirit that unites everyone in the Group around the singular focus of making the Sodexo Live! experience truly memorable.*

*In partnering the Paris 2024 Olympics and Paralympics, Sodexo wants to give its teams the greatest of all challenges: to be partners in this tremendous celebration of human achievement, and to offer more new and sustainable forms of hospitality than ever before.*



# ***Delivering an unforgettable and sustainable experience***

***A culinary  
feat***



***A human  
feat***



***A sporting  
feat***



**A culinary  
feat**

# Sodexo Live! will manage the world's largest restaurant!

## **A food service offer designed for elite sport to help athletes achieve their best-ever performance**

The teams of Sodexo Live! are focusing all their unique sports nutrition expertise and skills on feeding the athletes competing in the Paris 2024 Olympics and Paralympics in accordance with the special dietary requirements of elite competitors. All the menus will be prepared in close collaboration with sport nutrition specialists with input from the Paris 2024 Athletes Commission and H el ene Defrance, the renowned French sailor and bronze medalist at Rio 2016, who is now a nutritionist and performance advisor.

## **A decadent, yet performance-driven food service offer built around French gastronomy**

Our ultimate goal is to give athletes an experience as memorable as the Paris 2024 Olympics and Paralympics themselves. Besides offering the world's top athletes a diverse choice of authentic options created around their dietary needs and preferences to make them feel 'at home', we are also committed to using this occasion to introduce them to the excellence of French gastronomy. To achieve our goals, Sodexo Live! is partnering with three extremely talented chefs with complementary styles - Akrame Benallal, Amandine Chaignot and Alexandre Mazzia - who will work alongside our own community of chefs. Fully committed to the Paris 2024 ambition, these 3 top chefs will contribute their inventiveness, personality and exacting standards to serving competing athletes with signature dishes.



***"Running the world's largest restaurant is a real challenge, and something you need to prepare for as you would before a marathon, but it's also a lifelong goal for any chef."***

Charles Guillo, Sodexo Live! Executive Chef  
for the Paris 2024 Athletes' Village

***"Involving all the chefs of Sodexo Live! around the world in helping to create the recipes was a truly memorable experience."***

St ephane Chicheri, Sodexo Live! Executive Chef



## A food service offering tailored to the preferences and expectations of athletes from every continent

During the competition, 15,000 athletes from 206 territories and nations will dine in the Athletes' Village, and more specifically in the world's largest restaurant, which will offer 24/7 service of cuisine from countries all around the world, and from breakfast to dinner, to meet the dietary needs and preferences of each individual.

## Sodexo Live! supports the performance of the world's greatest athletes

The chefs and nutritionists of Sodexo Live! are already developing fine dining menus around the nutritional requirements of elite athletes in venues that include the restaurants reserved for players in the French Open, the French Football Federation's Bleus squad, as well as the Olympique de Marseille, Olympique Lyonnais, LOSC, OGC Nice and AS Monaco squads.



**"I'm driven every day to make something ephemeral unforgettable, and to use my cooking to deliver an experience."**

Akrame Benallal, Michelin-starred chef and owner of restaurants in France and abroad, who is renowned for his creativity, talent and unique culinary universe. From his Michelin 1-star restaurant Akrame, and Le Shirvan, which serves cuisine inspired by the Silk Road, the chef also exports his distinctive style and unique vision beyond the borders of France with powerful fine dining concepts inspired by travel. His world-class cuisine will delight athletes and visitors looking for the best food options the globe has to offer.



**"My cooking reflects my own character: straightforward, spontaneous and sincere."**

Amandine Chaignot has worked with many famous-name chefs in internationally acclaimed restaurants. Her Pouliche restaurant in Paris serves a menu inspired by her experiences, travels and encounters. She describes her cuisine as playful and balanced, reflecting the seasons and totally consistent with the core values of Sodexo Live! and Paris 2024.



**"In the kitchen, you have to know who you are and live up to your full potential."**

Alexandre Mazzia is one of France's leading chefs, and in 2021 was awarded a third Michelin star for his AM restaurant in Marseille. In many ways symbolizing the renaissance of fine dining in Marseille, his unique cuisine - typified by spices, roasting and chili pepper - is inspired by his childhood in Pointe Noire. Passionate about the region of his birth, this chef's cuisine is infused with memories of his childhood in the Republic of the Congo, through the use of colorful satellite-style variations with each dish, and products in symbiosis with his home country. As unexpected as they are non-intuitive, his associations are what underpin his global reputation, and will create memories as indelible as those of the Paris 2024 Olympics and Paralympics.

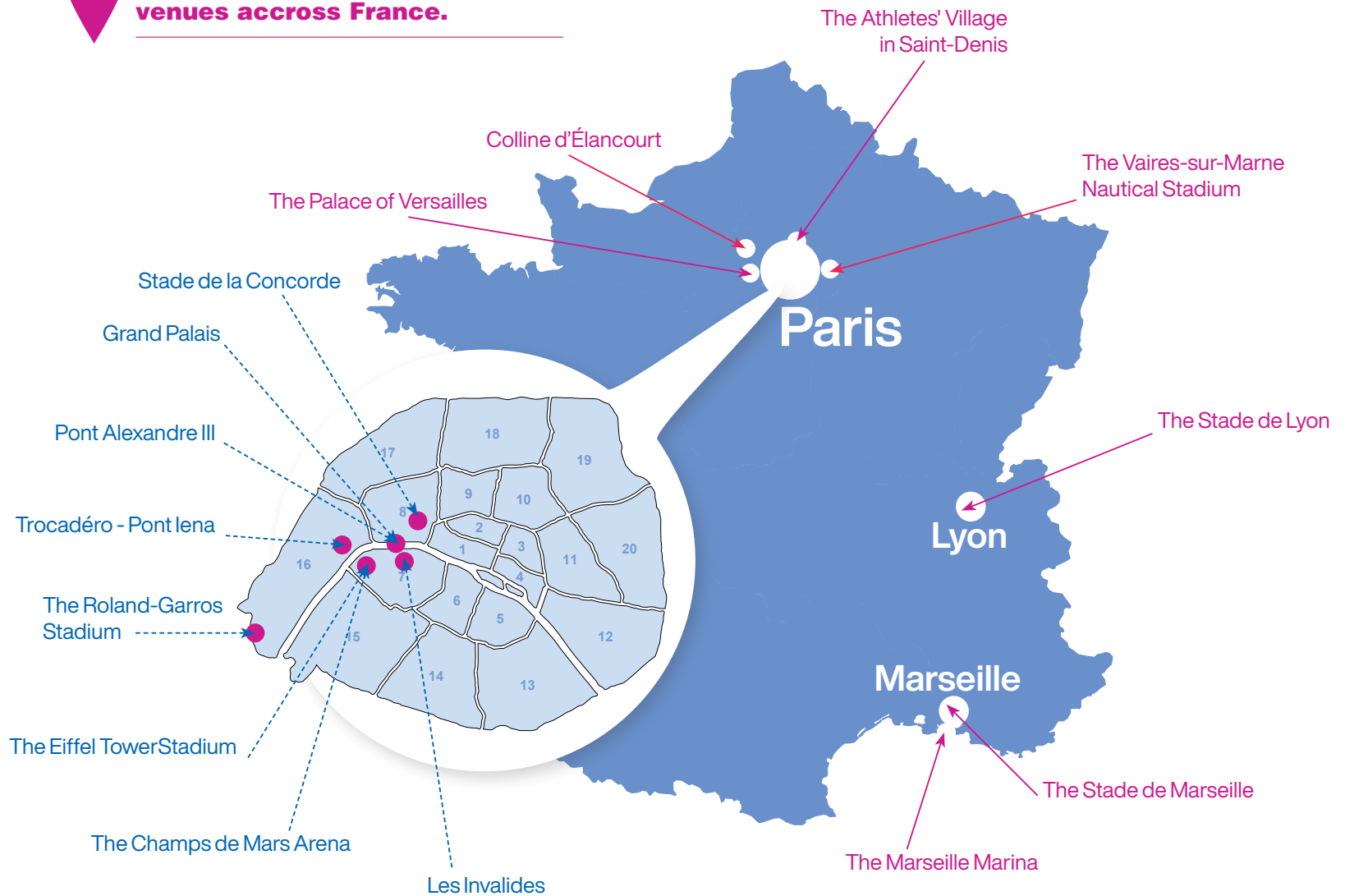
**A culinary  
feat**



# An extraordinary operational challenge



**This map shows the competition venues accross France.**







## Running the world's largest restaurant in the Athletes' Village 24/7

### Means:

- **3,500** seats
- Approx. **1,000** employees involved every day
- Up to **40,000** meals served every day
- **500** recipes created and selected by our chefs

### In addition to the main restaurant, Sodexo Live! will also offer the athletes:

- **6** 'grab&go' takeaway outlets

### As well as:

- Food service for the Athletes' Village staff (6,000 meals every day)
- The Café Plaza food service space adjoining the Village, which will act as a meeting point for the athletes and non-accredited guests (athletes' families, media representatives, etc.)

## A challenge that also extends to event venues all over France

Paris, Versailles, Lyon, Marseille ... at no fewer than 14 Olympic venues and 8 Paralympic venues, Sodexo Live! will also be offering spectators, athletes, organizers and staff the opportunity to spend time together around generous meals, the great majority of which will be created using seasonal local produce. Spectators from around the world will have the opportunity to discover distinctive flavors local to Paris, Marseille or Lyon, with dishes designed by chefs to feature French regional produce... as distinctive as they are, they share the same commitment to healthy, delicious food creatively prepared around more plant-based ingredients, to experience the full emotion of sport and the pleasure of great food!



**60%**  
of the public snacking  
will be plant-based



## Enhancing the experience of the public by leveraging our global stadium and arena experience

The teams of Sodexo Live! serve top quality food to the public in some of the world's largest and most prestigious sporting venues. Their versatility and expertise deliver service at iconic events, such as the Super Bowl, Royal Ascot, the French Open tennis tournament and the Tour de France. Sodexo Live! helps to create unforgettable emotions for spectators at these iconic events.

**A culinary  
feat**

# The Paris 2024 Food Vision for the Games: Celebrating the Modern Taste of France



**A taste of  
sharing**



**A taste of  
creativity**



**A taste of  
achievement**



**A taste of  
the regions  
of France**



**A taste of  
eating well**

## 6 KEY COMMITMENTS THAT STRUCTURE ITS ENVIRONMENTAL AND SOCIAL AMBITIONS, BROKEN DOWN INTO 60 SUB-COMMITMENTS:

Cutting by

**2\***

the carbon footprint of the  
13 million meals and snacks  
served at the Games to target:  
an average of 1kg of CO<sub>2</sub> per meal

Cutting by

**2**

the quantity of single use  
plastic at the consumption  
phase

Ensuring

**100%**

equipment and  
infrastructure is given  
a second life

**80%**

of the total food supply  
sourced from France

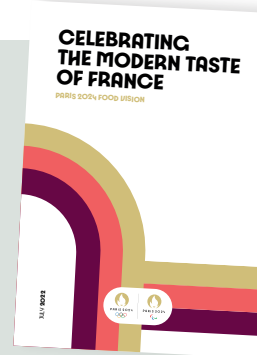
**100%**

of uneaten food  
resources recovered

Setting aside at least

**10%**

of hours worked on all sites  
for people in occupational  
integration



**Scan this QR code  
to find out more  
about The Paris  
2024 Food Vision  
for the Games.**



\*Compared with London 2012.

# We share the Paris 2024 goal of halving the carbon footprint of meals produced for the Games

**Sodexo Live! ambition: to contribute to the social and environmental ambitions of Paris 2024**

Paris 2024 will be not only a superb showcase for our major events expertise, but also a testament to our commitment to delivering social and environmental progress all around the globe:

## — by optimizing infrastructure and facilities:

We plan to make the maximum use of existing structures - particularly our logistics hubs around the Paris region - by limiting the number of temporary structures required. This is precisely why we have chosen to use an existing building as the 'World's Largest Restaurant'. But not only that, as all the equipment and furniture used in the Athletes' Village restaurants will be reused after the Games.



## — by building and implementing a sustainable food service model: Sodexo Live! is working in close collaboration with Paris 2024 to halve the carbon footprint of meals produced for the Games in a number of different ways:

- **the choice of recipes** and increasing the proportion of plant proteins: 33% of the food served in the Village restaurant will be plant-based. 60% of the food served to members of the public at competition venues will be plant-based
- **a sustainable, local purchasing policy:**
  - 100% seasonal produce
  - 80% of the total food supply sourced from France
  - 25% of the total food supply sourced from local agriculture, i.e. within 250 km of competition venues
- **fighting food waste:**
  - upstream, by using non-standard produce: 'bruised' fruits and vegetables for compotes, for example
  - downstream, by recovering uneaten food (for donation to food banks and charities, the use of bio waste to create compost or biogas, etc.)
  - and for the future through awareness-raising and training: all Sodexo chefs and employees receive special training around these issues
- **reducing the use of plastic packaging:** sourcing eco-responsible packing and introducing reusable plates for the first time in the athletes' main restaurant

## A human feat

# People are central to the success of the Paris 2024 Games

Soulever des  
petits poids,  
c'est déjà de  
l'haltérophilie.

Cuisiniers, managers, équipiers h/f  
rejoignez la Team Sodexo Live!  
pour Paris 2024.



## Exceptional internal mobilization for a unique global event

In summer 2024, around 6,000 Sodexo Live! employees will be involved in the Paris 2024 Olympics and Paralympics. The company launched an initial internal mobilization initiative as early as March 2023 to offer all Sodexo employees in France the opportunity to join the Sodexo Live! teams for Paris 2024. **For the Sodexo Live! teams, it's a major challenge to offer athletes from around the world recipes compatible with their meal habits and preferences.** Sodexo Live! will leverage its presence on every continent of the world, and work with its international chefs to develop these recipes.

## A committed and proactive recruitment policy

In September 2023, Sodexo Live! launched an enormous external recruitment campaign covering every catering industry profession, from kitchen staff, to service, reception, logistics and bursar responsibilities. Sodexo Live! will mobilize all its networks (partner colleges, chef apprenticeship centers, etc.), plus partners working exclusively on behalf of workers with disabilities or jobseekers, and the full breadth of the Sodexo Live! community who already work on major events and in stadiums.

Impossible de  
gagner une course  
sans bon relayeur.

Logisticiens, magasiniers, cuisiniers h/f  
rejoignez la Team Sodexo Live!  
pour Paris 2024.



**Sodexo Live! is committed to hiring  
15% of its employees from  
disadvantaged communities.**



### **3 questions for Boris Pincot, Senior Vice President, Global Human Resources, Sodexo Live!:**

*"There is an exceptional level of team spirit and camaraderie at the Paris 2024 Olympics and Paralympics among our Sodexo Live! team members"*

#### **How many people will be involved in meeting the challenge posed by the Games?**

**Boris Pincot:** Around 6,000 Sodexo Live! employees will be there for the Games. It's a huge challenge in terms of internal mobilization, recruitment and training. But we've already begun that process, and there is an exceptional level of team spirit and camaraderie at the Paris 2024 Olympics and Paralympics among our Sodexo Live! teams. Sodexo Live! also launched a major external recruitment campaign in September. Everyone will receive the same training and special Paris 2024 induction program to make sure they understand and meet the needs of athletes and the general public.

#### **What are your recruitment criteria?**

**Boris Pincot:** For kitchen staff, we'll be looking for specific qualifications and experience, especially among chefs and logisticians.. Most importantly, we'll be looking to hire a diverse slate of people with diverse backgrounds, but who all share the central motivation to be there for the Games! That means they must share the same core values of people skills, commitment team spirit and a high level of service commitment... just like our permanent team members.

#### **How are you going to attract so many applicants?**

**Boris Pincot:** Joining Sodexo Live! for the Paris 2024 Olympic and Paralympic Games is a once-in-a-lifetime opportunity to be part of an amazing event that will be watched and followed right around the world. But it's also an opportunity to train and gain experience in the hospitality, service and catering professions - sectors that are all hiring right now.



## A sporting feat



### Sodexo Live! gets right behind Timothée Adolphe

Sodexo Live! is proud to continue its contribution to Paris 2024 by supporting Timothée Adolphe as he prepares for the Paris 2024 Paralympics. Timothée Adolphe is a blind sprinter competing at 100m and 400m. Sodexo Live! as a whole will encourage and support him at every stage of his preparation for the Games, and all his events in 2024.

Blind since the age of 19, Timothée Adolphe is an extraordinary athlete! Having already won silver in the 100m at the Tokyo 2020 Paralympics and been crowned 2019 World Champion in the 400m, the 'White Cheetah' has high ambitions for both distances at the Paris 2024 Paralympics.

## 3 questions for... Timothée Adolphe

### Who is involved in supporting your preparations on a daily basis?

**Timothée Adolphe:** I'm very fortunate to have a lot of people around me! Contrary to popular belief, athletics is far from being an individual sport: it's very much a team effort! So for my preparations, I'm working with a doctor, a physiotherapist, a mental trainer, a physical and recovery trainer and a coach, of course. But also, a dietician, a manager and, because of my disability, 5 guides, including competition guides and training guides.

### Does preparing for the Games mean paying close attention to your daily diet?

**Timothée Adolphe:** Diet plays a key role in optimizing performance. So, of course, all the way through the preparatory phase, and even more so in the competition phase, I make sure I get all the nutrients I need, and I'm very careful about that: it's all about getting the right nutrients in the right quantities to give you the right energy. The dietician I work with obviously plays a very important role in that. I've never felt that I wasn't getting enough to eat or that I was somehow depriving myself. It's very much a daily way of life that doesn't rule out indulgent eating, which is very important for a foodie like me.



### Does your partnership with Sodexo Live! give you the opportunity to raise awareness of disability among our employees?

**Timothée Adolphe:** As a committed athlete, it's important that my partnership with Sodexo Live! has real meaning and direction. I've already had the opportunity to make several presentations to employees at the Sodexo Live! annual convention and at the Sodexo Healthcare convention. These are always highly rewarding opportunities to meet people and discuss the issues around not only disabilities, but also the quest for performance and the importance of teamwork.

Scan to take a behind-the-scenes look at how this champion is preparing





## Serving the world's greatest sporting events

### About Sodexo Live!

With 40,000 employees and 500 venues all over the world, Sodexo Live! offers its cultural, sports and event venue clients a portfolio of bespoke catering, marketing and event management services, and contributes to transforming the consumer experience into unforgettable memories. As strategic and responsible partners, we commit to unlocking our customers' full potential while favoring local networks.

**Sodexo Live! contributes to the success of prestigious events and helps to showcase exceptional venues**, including the Eiffel Tower Restaurants, the Hard Rock Stadium, Bateaux Parisiens, Yachts de Paris, the Royal Academy of Arts in London, El Museo del Prado in Madrid and the Hollywood Bowl in Los Angeles.

**Sodexo Live! has great ambitions in sport, and serves the biggest sporting events in France and internationally, including: The French Open tennis tournament, the Rugby World Cup, the Super Bowl, the Australian Open, Royal Ascot and the Tour de France.** Sodexo Live! also has extensive expertise in welcoming supporters and the public to major stadiums, including those of Olympique de Marseille, Olympique Lyonnais, Everton FC in the UK, the Hard Rock Stadium in Miami, and The T-Mobile Park in Seattle.

Find out more at:

[www.sodexo.com/en](http://www.sodexo.com/en)



## Sodexo LIVE! key data

- **40,000 employees**  
worldwide, including 3,500 in France
- **500 sites**, including 80 in France
- **20 exceptional Parisian venues marketed**  
including La Maison des Polytechniciens, Les Salons de l'Hôtel des Arts et Métiers, etc.
- **Iconic brands**  
including Maison Lenôtre, Yachts de Paris, Bateaux Parisiens, etc.
- **3 Michelin-starred restaurants**  
Le Jules Verne, Le Don Juan II and Le Pré Catelan run by Chef Frédéric Anton
- **Major sports events served**  
The Tour de France (for more than 30 years), the Super Bowl (15 games), the Rugby World Cup 5 tournaments, the French Open (for 35 years) and the Paris 2024 Olympics and Paralympics



## Press contacts

### **Nicolas PONCY**

nicolas.poncy@sodexo.com

+33 (0)6 26 28 82 33

### **CLAI**

sodexo@clai2.com

+33 (0)6 75 62 98 43 / +33 (0)7 78 41 45 91



# #LEGOÛTDELEXPLOIT