Beat: Lifestyle

BONDUELLE CHOOSES TO SPEAK OUT IN 2026, EATING WELL IS A CHOICE, ALSO A DILEMMA

NEW CAMPAIGN, "LET GOODNESS PREVAIL,"

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USPA NEWS - Preparing a Meal that ticks All the Boxes—Tasty, Affordable, Balanced, and Responsible—can quickly become a Real Headache. And yet, deep down, the Desire is there. The Desire to eat a Balanced Diet, to enjoy Ourselves, and to share Good Times. It is precisely here that Bonduelle chooses to speak out in 2026.

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To do so, the Brand draws on a Broader History, that of a French Family Business that has championed the Simple Pleasure of Plant-Based Foods for 170 Years, at the Heart of Accessible, Delicious, and Contemporary Food. Thus, nearly 100 Years after its First Canned Peas, the Bonduelle Brand is undertaking a Major Relaunch to reconnect with Today's Expectations and Habits.

With its New Campaign, "Let Goodness Prevail," the Brand is reaffirming a Simple Conviction: combining what's Good for your Health, the Planet, and Taste is Possible. Because when it comes to sitting down to eat, One Thing should always prevail: Goodness.

In 2026, the Brand is therefore taking a New Step to solidify its Conviction and is undertaking a Complete Overhaul of its Identity and Communication. The Goal: to make this "Good" Territory clearer, more impactful, and more in tune with Consumer Expectations.

The Campaign thus depicts Familiar Situations in which these Trade-Offs are difficult. Very Concrete Moments, where making the "Right Choice" doesn't always prevail: preparing Dinner for the Children, a Barbecue with Friends, a Lunch Break between Meetings, a Quick Snack, or those Evenings when you lack Ideas or Energy to cook.

The Tagline "Let Goodness Prevail" thus becomes the Guiding Thread of this Campaign, rolled out internationally to adapt to the Different European Markets. A Modern Campaign, True to the Bonduelle Spirit, which benefits from a Comprehensive 360° Communication Plan (Media, Point-Of-Sale Advertising, Social Media, Television), implemented in Each Country targeted by the Campaign.

A Sharper, more Harmonized Logo to ensure Visual Consistency across all Markets. Redesigned Packaging, featuring a Leaf at its Center, which acts as a Value Marker to highlight what makes the Product "Good": its Quality, Nutritional Value, and Plant Origin. It also includes a Quality Seal that provides Information on the Nutritional Benefits of the Vegetables.

To accompany this Relaunch, which covers 10 European Countries, the Brand is also taking Another Step by reaching out to its Consumers and a more Urban Audience. In April 2026, Bonduelle opened BONBONBON, a Pop-Up Restaurant located in the Heart of Paris, in the Les Halles District. Conceived as a Concrete Embodiment of the "Let Goodness Prevail" Campaign, its Objective is Simple: to transform Plant-Based Foods into a Gourmet and Modern Experience.

Because behind the Iconic Brand known to all French People lies the Bonduelle Group, a Family Business founded in 1853. Its Eponymous Brand, now present in Around One Hundred Countries and on 3 Continents, is the Most Visible Showcase of the Group's Plant Expertise to Consumers. But this Presence rests on a much Broader Ecosystem: Partner Farmers, Production Sites located Close to the Fields, an International Network, and a Mission driven by the Company.

- The Bonduelle Group in Figures
* €2.2 Billion in Revenue
* Products marketed in Nearly 100 Countries
* 9,000 Employees (Full-Time Equivalent)

* 40 Production Sites located in the Heart of Agricultural Basins.

The Relaunch of the Bonduelle Brand in 2026 is not an Isolated Initiative. It is Part of a Broader Transformation undertaken by the Group. This Evolution is structured by a Strategic Program: Transform To Win.

Its Objective: to enable the Group to take a New Step in its Development and strengthen the Role of Plant-Based Foods in Everyday Diets. In this Trajectory, 2026 is a Pivotal Year; it is the Year when the Transformation undertaken Internally becomes Fully Visible to Consumers, notably through the Brand's New Campaign and the Visual Redesign of Bonduelle.

In Supermarkets, the Brand has established Itself as a Benchmark in All Vegetable Categories: Ambient, Frozen, Prepared Foods, Salads; with Numerous Natural or Cooked Offerings: Tabbouleh, Stir-Fries, but also Legumes, etc. Bonduelle thus accompanies All Consumption Occasions, from Family Meals to more On-The-Go Uses.

In France, the Brand Relaunch is also Very Concretely Expressed in its Offering. Bonduelle is enriching its Ranges with Products designed to meet New Eating Habits, balancing Convenience, Balance, and Pleasure. Among the Key Launches:
* « Façon » Range
which revisits Iconic Everyday Recipes that Everyone loves, with Legumes and a Generous Sauce. Accessible and Easy Solutions ready in just 3 Minutes.
* The Protein Bowl Range
In the Snacking Segment, with Complete Recipes combining Cereals, Legumes, and Vegetables, providing 15g of Protein Per Serving and Rated Nutri-Score A.

Source: BONBONBON, a Restaurant & Shop celebrating Fun, Delicious & Accessible Plant-Based Food!
The Bonduelle Brand's POP-UP opened its Doors on Thursday, April 9th & will last until June 21st - in the Heart of Paris
The Space offers Both a Restaurant; "Fast-Good" Lunch or Dinner to eat in or take away; and a Shop where you'll find the Brand's Iconic Products and Latest Innovations, as well as a Selection of Startups to discover!

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