



Press release

### **Swiss first: Organic yogurt dispensers in institutional catering**

Launched a few months ago by Novae Restauration, this innovative project promotes environmental responsibility, nutrition, and local expertise. Dispensers are already installed in around fifteen establishments managed by the institutional catering specialist.

Strongly committed to short supply chains, local products, seasonal produce, and environmental sustainability, Novae Restauration works every day to promote healthy eating. The company, which serves nearly 35,000 meals across around one hundred restaurants in French-speaking Switzerland, has developed an ambitious project in partnership with Fromagerie Famille Mesot in Bulle (FR) to drastically reduce plastic waste, promote organic milk, and raise consumer awareness about healthier, more local, and more sustainable food choices.

### **Clear support for dairy producers**

In 2024, Novae Restauration observed that more than 90,000 vanilla and plain yogurt pots, along with 7,500 plastic buckets containing yogurt, were discarded across all the group's establishments. Faced with this issue, Novae decided to take action and developed an innovative solution together with its Fribourg-based partner: organic yogurt dispensers using flexible pouches. This system significantly reduces single-use plastic. Ultimately, the project is expected to save more than one ton of disposable plastic each year.

The yogurt offered is made from Swiss organic milk and processed locally in the canton of Fribourg. The project therefore helps promote more than 22,000 liters of milk and provides tangible support to dairy producers. It creates a sustainable local outlet for Swiss organic milk at a time when certain sectors are facing economic challenges. This initiative further strengthens and expands the range of organic products available in institutional catering.

### **No added sugar**

Remaining true to its strategy of promoting healthy eating, Novae asked Fromagerie Famille Mesot to develop a plain yogurt recipe with no added sugar. The project therefore addresses a major nutritional challenge. In Switzerland, average sugar consumption reaches around 100 grams per day, nearly double the recommendations of the World Health Organization. The organic yogurts offered through Novae dispensers help reduce daily sugar intake.

These products can be customized with various toppings selected for their nutritional qualities, including nuts, oilseeds, and no-added-sugar granola developed in partnership with Smart Cake. This solution also allows consumers to choose their own portion size, thereby reducing food waste.

## **Educational objectives**

Beyond its environmental impact, the initiative is also intended to be educational. Information materials and activities led by Novae nutrition managers and Fromagerie Famille Mesot will help raise awareness among both children and adults about the importance of choosing ultra-local, minimally processed, and sustainable products.

To date, 15 dispensers have already been installed, with 3 more currently being set up. By the end of the year, Novae plans to deploy around thirty dispensers across various school and corporate restaurants managed by the group. An organic yogurt dispenser is also available at the Mesot dairy shop in Bulle railway station. This rollout represents the potential to reach 14,000 “consumer-actors” every day.

With this Swiss first, Novae Restauration confirms its commitment to innovation for more responsible and engaged institutional catering.

## **A fun dessert for young consumers**

Proud of the success of its first yogurt dispensers, Novae Restauration has decided to introduce fruit compote dispensers in order to offer a fun and attractive dessert option for its younger consumers. Novae has partnered with its long-standing partner Iris, located in Martigny in the canton of Valais, to develop compotes compatible with the yogurt dispenser model. Four flavors will be offered in order to respect the seasonality of fruit in Valais and the natural rhythm of production.

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## **About Novae**

We are a service provider in institutional catering, operating in the corporate, education, and healthcare sectors (as well as several public institutions). The company was founded in 2003. Today, Novae employs 750 staff members, operates 100 catering sites across Switzerland, and serves 35,000 meals every day.