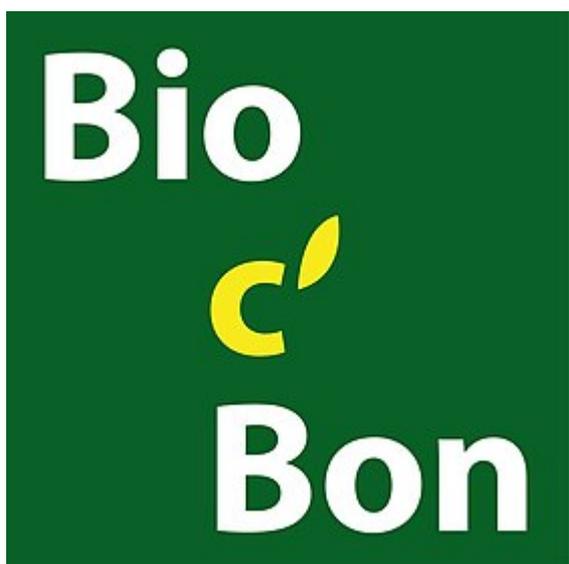


## French bio distribution group Bio c' Bon is the new official supplier of EcoTrail Paris

**Bio c' Bon, the new official supplier of EcoTrail Paris, will offer trail runners a wide range of organic products at the refreshment points of the various EcoTrail courses.**



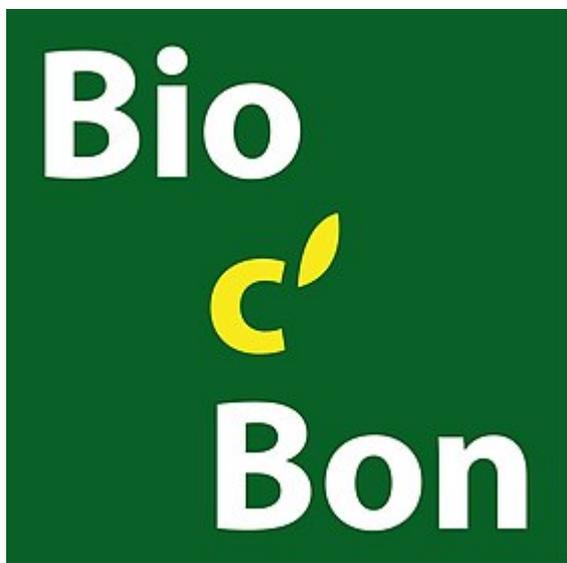
February 2019 – Since 2008, Bio c' Bon has been aiming at making organic products accessible to all, with proximity retail stores, a wide range of products and vendors available for advice. With many stores in France but also abroad, the group keeps getting closer to its objective: standardizing bio distribution rather than staying on the sideline. And within the frame of their will to standardize bio consumption, the group has decided to reach out to a sporting public aware of health issues and responsible consumption.

*“Our ambition, which is to make organic products consumption accessible everywhere, including in city centers, coincides with the EcoTrail concept. This was an obvious partnership for us, and we are very happy to offer quality organic products to the participants of the various EcoTrail races,”* explains Aude JOLIVET, Bio c' Bon's Sports Marketing Manager.

*“We are quite simply proud to welcome Bio c’ Bon as the Official Supplier of the event. There is no doubt that this partnership will help us reach a new milestone in terms of eco-responsibility. Their daily commitment to provide healthier and more responsible food matches perfectly the DNA of EcoTrail Paris. More than 60% of our food offer (meals and refreshments) will now come from organic farming!”* states Romain Piau, EcoTrail Paris and Eiffel Tower Vertical executive director. *“Of course, we will also rely on Bio c’ Bon’s expertise to achieve 100% of organic products but also to raise awareness among participants on the basics of eco-responsibility,”* he adds.

More than 2,500kg (5,500 pounds) of fruits (bananas, oranges, apples), dried apricots, nuts, almonds, dried grapes and cheese will be distributed to participants. This portion of organic products (>50%) will help us meet one the 15 commitments stated in the GESI Charter in order to maintain the ambitious eco-responsibility dynamics instigated by the Ministère de la Ville, de la Jeunesse et des Sports (ministry of urban affairs, youth and sports) and WWF: more than 50% of responsible food on the courses.

To keep up with all the news of EcoTrail Paris and Bio c’ Bon, visit [www.ecotrail.com](http://www.ecotrail.com) and [www.bio-c-bon.eu](http://www.bio-c-bon.eu) or follow us on social media.



## **ABOUT ECOTRAIL PARIS**

EcoTrail races are a concept of nature races accessible to all and eco-responsible. The race courses are set close to major cities and their suburbs. The ambition of the organizers is to give as many people as possible a chance to (re)discover the natural and cultural heritage of urban territories.

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## ABOUT ECOTRAIL PARIS

L'EcoTrail est un concept de course nature, accessible à tous et éco responsable dont le terrain de jeu se situe à proximité directe des grandes villes et de leur banlieue. L'ambition des organisateurs est d'offrir au plus grand nombre l'opportunité de (re)découvrir le patrimoine naturel et culturel des territoires urbains.

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