



# Cinquième Saison in Châlons-en-Champagne

05\_2008

## Cinquième Saison, fresh product and packaged salad specialist

British company Cinquième Saison, a subsidiary of the Icelandic agrofoods group Bakkavör, specializes in the prepackaged salad and prepared fresh product industry. According to Bakkavör's figures, it is a fresh-food agrofood producer with 47 sites worldwide and employing close to 16,000 people with sales revenues of 1.8 billion euros.

With sales turnover of 55 million euros, 5e Saison has three production sites totalling 450 employees based in cities close to Lyon, Montauban and Roscoff.

## Set-up of a production site in the Champagne-Ardenne region

5e Saison constructed its fourth production site for prepackaged salad production and prepared fruit products next to Châlons-en-Champagne, specifically in the business park Recy-Saint-Martin. The prepackaged salad specialist will invest close to 7 million euros, resulting in the creation of 300 jobs.

The development strategy of the British company consists of penetrating the Parisian region and Eastern France then turning its attention to Benelux and Germany.

Simon Flude, the CEO of 5e Saison, has confirmed the acquisition of a land parcel with the intention of putting a new production site in operation by 2009.

## Why choose France ?

France was chosen by British company 5e Saison for the following diverse reasons:

- ✓ Direct access to the European market thanks to the production facilities in France, positioned at the heart of Europe which includes 493 million consumers;
- ✓ Local availability of skilled labour and a variety of highways to choose from, notably the A4 (l'Autoroute de l'Est) and A26 (l'Autoroute des anglais);
- ✓ Rapidly expanding French market for food products;
- ✓ The proximity and quality of producers of raw materials;
- ✓ Strong commitments from local government and community;
- ✓ Close proximity to the market and to French consumers.

*"Thanks to IFA and its local partners, the administrative issues were dealt with much more easily. IFA and its network were particularly helpful concerning the question of funding and public financial support. They helped us to identify the public funding to which we were entitled and thus provided real assistance in setting up our project in France."*

**Simon FLUDE, CEO of 5e saison**