

# Vittel® x You /



## A SOURCE OF POSITIVE ENERGY

After having had fans get an insider experience of the Tour de France, this year VITTEL®, Official Partner since 2008, acknowledges the twelve million spectators who make the Tour de France an unforgettable mid-summer event!

With its new, modern and dynamic tagline, VITTEL® x You, the brand gives an even more prominent role to the public, putting them at the heart of its strategy and inviting them to share its values of enjoyment, fun and enthusiasm. VITTEL® also acknowledges the enthusiasm of the spectators at each stage as a real source of positive energy.

With a party atmosphere along the entire route, VITTEL® promotes healthy and natural hydration for the whole family.

The Tour de France is also an opportunity for VITTEL® to promote its environmental strategies and raise public awareness about sorting and recycling plastic bottles. The answer to pollution issues has to be a collective approach!



## UNRIVALLED ENTHUSIASM ROUND EVERY CORNER OF THE TOUR DE FRANCE

### START EVENTS

Each morning on the start line, VITTEL® encourages mass enthusiasm!

Distribution of bottles of water from two electric bikes, distribution of recyclable VITTEL® tote bags made from recycled bottles, quiz with VITTEL® prizes up for grabs every day, and to close the morning session, mass clapping to celebrate the start of the stage with the public.

### AHEAD OF THE PACK

Several hours after the riders have set off, VITTEL® sets off to meet Tour de France spectators.

With its friendly and fun approach, VITTEL® raises public awareness about healthy hydration and encourages plastic bottle sorting by giving out VITTEL® bottled water and recycled tote bags made from recycled bottles. Meeting the public in this way, in keeping with the enthusiasm of the spectators, raises awareness about these major issues.

### CARAVAN

For many spectators, the caravan is the most fun point of the stage.

With 12 vehicles in the caravan and almost 40 caravan team members, VITTEL® is promoting a more interactive approach in its caravan in order to celebrate the public and their enthusiasm! This year it will be one of the main features of the Tour de France.

#### NEW VEHICLES WILL BE MAKING THEIR DEBUTS IN THE PROCESSION

3 vehicles designed to raise awareness about sorting and recycling at the front of the caravan sharing VITTEL® strategies and encouraging the public to recycle plastic bottles.



2 new event floats to facilitate interaction with the public in order to share in the enthusiasm and positive energy they generate before the riders pass through.



### FINISH EVENTS

VITTEL® also has a presence at the finish and keeps the party going with the Tour de France crowds.

Distribution of VITTEL® bottles of water from an electric bike-van, refreshing spectators using our electric water-misting vehicle and giving out prizes to foster a light-hearted and friendly dialogue with spectators on the issues of bottle recycling.



### GOODIES

1 000 000 bottles of water distributed. Bottles are 100% recyclable.



160 000 recyclable tote bags made from recycled bottles.

# Vittel x You /



## COME AND JOIN VITTEL® AND ITS VISION AT THE TOUR DE FRANCE!

The extensive use of plastic packaging is threatening the environment and plastic is increasingly being washed up on our beaches and damaging our oceans. However, when collected and sorted properly, bottles and bottle tops are a resource rather than waste items... They are fully recyclable.

For this reason, at VITTEL®, managing the impact of our plastic packaging is a major environmental challenge. Our response is a two-pronged approach: promoting the collection, sorting and recycling of bottles, at the same time as investing in research and development to improve the lifespan of our bottles and innovating to produce new containers.

Alongside these initiatives, VITTEL® is also a company committed to environmental issues: a partner of Gestes Propres (French anti-littering campaign group), VITTEL® has been working with them to combat littering for over 25 years.

This year, to highlight its strategies, VITTEL®, through its partnership with the Tour de France, has decided to encourage spectators of the Tour to join them in spreading the word about the importance of sorting and recycling plastic bottles.

This July, healthy hydration remains on the agenda, and will feature in information shared by VITTEL® with spectators all the way round the route.

Meet our ambassadors at the Start and Finish lines, ahead of and in the caravan in their specially designed vehicles!

### DID YOU KNOW?



Recycling bottles helps to protect the environment.

Using 1 tonne of recycled plastic saves:

2 TONNES OF CO<sub>2</sub>  
EQUIVALENT TO A CAR  
TRAVELLING 21,500 KM



670 L OF WATER,  
EQUIVALENT  
TO 33 WASHING  
MACHINE CYCLES.



Recycling bottles gives them a second life:



### VITTEL®'S COMMITMENTS

100%  
of the bottles  
are recyclable



Bottles distributed  
during the Tour are  
made with **35%**  
recycled plastic



### VITTEL®'S OBJECTIVES

In 2025, recycling  
**90%**  
of bottles



In 2021, Nestlé  
Waters is launching  
the first **65%**  
bio-sourced bottles



## VITTEL®'S PRESS CONTACTS - TOUR DE FRANCE

Olivia : 06 80 10 62 62 - olivia@15love.net

Manon : 06 50 52 89 88 - manon@15love.net