



Kylian Mbappé announced as global ambassador for France's Good Goût with a shared mission to give children the taste of good life!

France's fastest growing organic baby and children's food brand, Good Goût (pronounced 'Good Goo' meaning 'Good Taste'), has announced French football star, Kylian Mbappé, as its global ambassador.

Pascale Laborde, Good Goût CEO announced the ambassador role, saying that the business was thrilled to have Mbappé representing the brand.

"We are very excited to be joining forces with Kylian and believe this will be a wonderful partnership, not just for Good Goût and Kylian, but also for the broader community in relation to the positive messages and social change we are hoping to initiate.

"Until now, our brand has been represented by the voice of our customers and the relationships that we have built through providing consistently high-quality (and delicious) products, so when we made the decision to work with an ambassador it needed to be the right person, with strong family values and someone who is aligned to our organization. Kylian in his nature is caring and thoughtful about the impact he has on the next generation. He is loved by children and he is using that respect and admiration for good," Laborde said

"This is a great step for Good Goût to be represented by Kylian Mbappé and together we will work to instill positive healthy nutrition behaviours in children, and to build a happier next generation."

In an initial two-year partnership Mbappé will work with Good Goût, including a significant association and joint activities around Mbappé's upcoming Foundation.

He will represent the brand's new 'Kidz' range - Good Goût Kidz which is also organic and will be in stores across all Europe from mid-June.

Kylian Mbappé said: "Good Goût is a brand that is committed to raising healthier children – children who will grow to become the next generation of business leaders, sports star etc. Over recent months I have come to understand the passion and energy that Good Goût puts in to creating good, tasty, organic food for kids/children. Their philosophy aligns very closely with mine and I'm excited about the future and inspiring kids to a healthier and happier life."

Laborde added: "We have many activities planned to leverage our relationship with Kylian which will involve our young fans and their families, with the main objective to sensitize them to the importance of nutrition and outdoor activities."

According to the World Health Organisation, the number of overweight children and adolescents aged 5 to 19 worldwide reached approximately 124 million in 2016, a tenfold increase over 40 years ago. Long-term intake of unhealthy diet is one of the important reasons for children's overweight. The cooperation between Good Goût and Mbappé hopes to put good taste and healthy food back into the children's plate and promote healthy eating.

The Good Goût brand is currently sold in France, Belgium, Switzerland, the United Kingdom, the Netherlands, Estonia and Germany, and has plans to launch in other European markets in 2019, including in some Asian countries.

About Good Goût

Good Goût is the fastest growing company in the French Agri-Food Industry, achieving unrivalled growth, and very positive feedback from its consumers. Since 2011, Good Goût have more than doubled its sales each year. You may not know that France is the fastest growing, and second (2nd) largest organic food market in Europe. It is also the largest baby food market in Europe.

Good Goût was established in 2010. The Good Goût team of almost 30 employees are based in Paris, with a small team commencing recently in China.

Good Goût has a large range and number of products – many pouches with fruits, vegetables, yoghurts, cereals, biscuits, meals such as risottos/quinoa, milk formula, and muesli and fruit bars, and has over 400 retailers in France as well as a strong eCommerce platform with a community of parents.

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