



Press release  
Marc 25, 2010

**The Bel Group has decided to include road-rail into its cold logistics. Over one third of Kiri and Mini Babybel cheese volumes distributed in Southeast France will use such a solution. This decision came after a successful pilot test conducted with its partner STEF-TFE March 21- 22.**

During these two days, the Bel Group and STEF-TFE successfully started a first road-rail pilot test between two plants in western France and the Givors logistics platform near Lyon. This is the first time that the Bel Group chooses an intermodal road-rail solution for its temperature-controlled inbound logistics. Logistics flows transferred from road to rail will in due course account for one third of the volumes of Kiri and Mini Babybel sold in Southeast France.

The pilot-test involves the Evron (Mayenne) and Sablé-sur-Sarthe (Sarthe) plants. It is carried on the Rennes-Lyon rail line operated by Combiwest, a subsidiary of SICA Saint-Pol-de-Léon).

A this early stage, the Bel Group uses refrigerated containers which can each accept 22 tons of goods under temperature-controlled conditions (+2° C / +4°C). The refrigerated containers are loaded with pallets of Kiri cheese at the Sablé-sur-Sarthe plant and with Mini Babybel cheese at the Evron plant. The containers are equipped with temperature sensors to ensure a constant traceability and secure the cold chain,.

The containers are brought into the station's shipping terminal by truck, and are then ferried by rail from Rennes to the Edouard Heriot harbour in Lyon, between 5 p.m. and 6:30 a.m. From there, they are trucked to the STEF-TFE logistics site in Givors (Rhône), where STEF-TFE handles temperature-controlled order preparation bound for Southeast France.

This road-rail solution should eventually handle respectively 90% and 25% of Southeast bound logistics flows out of the Evron and Sablé-sur-Sarthe plants. This will cut 60% of Southeast bound road traffic generated by these two plants.

- The Bel Group aims at using 5 refrigerated mobile containers per week.
  - On a yearly basis, this will
  - remove 260 trucks from the roads
  - total 130,000 km by rail
  - cut CO<sub>2</sub> emissions by 33%

**Esthelle Grosskopf, Bel Distribution Manager for Western Europe said:** *“We need to cut CO<sub>2</sub> emissions and reduce transport nuisances (road congestion, noise ...). The transport and logistics of our products are at the heart of our sustainable development policy. Until now, we moved all our products by road. Today, this commitment to rail allows us to reach our targets for reducing our carbon footprint earlier than expected. With this combined road-rail transport pilot test with our partner STEF-TFE, a cold logistics expert, we are committed to a policy of adapting our transport schemes and professional practices”.*

**Michel Corso, Bel France Logistics Manager said:** *“This pilot test is part of Groupe Bel’s wider search for innovative logistics solutions and best practices. It testifies to the sense of responsibility shared by a charterer and a logistics provider. Combined road-rail brings additional constraints on the management of upstream flows. Groupe Bel’s logistics teams accept them as an obvious and necessary means to gradually and consistently reduce road mileage. A successful pilot test for upstream logistics could encourage others to join us. We hope retailers will get involved in such projects, to evaluate the feasibility of combined road-rail for downstream logistics, between logistics hubs and retailers platforms “.*

**Serge Capitaine, STEF-TFE Deputy general manager said:** *“ When we implement such a pilot-test with a manufacturer leader in its field, our priority is to help our customer to reduce the carbon footprint of its logistics but also to find together the most efficient operational solutions along the entire value chain. Our global offer now includes multimodal transport. We are very experienced in this field as STEF-TFE is the majority shareholder of Froid Combi, the operator of road-rail refrigerated container services between Lille and Perpignan, Lille and Avignon and between Paris and Avignon. STEF-TFE’s initiatives enabled the Group to cut its Co2 emissions by 4.75% within two years (2008-2010 : carbon footprint of transport and logistics activities in France from the Group’s three main sources of energy : fuel, refrigerants and electricity “.*

## **About Bel Group – [www.groupe-bel.com](http://www.groupe-bel.com) ; [www.unsourirepourlaplanete.com](http://www.unsourirepourlaplanete.com)**

The Bel Group is a world leader in branded cheeses. Its portfolio of differentiated and internationally recognized brands, including such products as The Laughing Cow, Kiri, Mini Babybel, Leerdammer, and Boursin, as well as some 20 local brands, enabled the Group to generate sales of €2.4 billion in 2010. Nearly 11,300 employees in some 30 subsidiaries around the world contribute to the Group's success. Its products are prepared at 25 production sites and distributed in over 120 countries to 400 million consumers. 12 billion portions are sold every year. Our 12 new offices abroad opened since 2005 testifies to our international development commitment. We want to *share smiles* with many more people while taking into account a wide range of local tastes.

***Our Corporate Social Responsibility (CSR) program is built around 5 pillars that set out the programs commitments and main areas for development:***

- 1. Accessible products that are nutritionally beneficial***
- 2. Responsible, actively involved brands***
- 3. Activities that reduce our environmental footprint***
- 4. A company actively committed to the communities in which it operates***
- 5. A company that listens to its employees***

Press contacts: Guillaume Jouët – Vice-President Communication, CSR and Public Affairs -  
gjouet@groupe-bel.com  
Tel.: +33 6 03 13 20 43

## **About STEF-TFE – [www.stef-tfe.com](http://www.stef-tfe.com)**

STEF-TFE is the European specialist for temperature-controlled logistics. The Group offers a complete range of transport, logistics and I.T. solutions for all food products and temperature-sensitive goods. Its European logistics network includes 215 refrigerated platforms and a fleet of 2 000 vehicles specially fitted for fresh, ultra-fresh and frozen products. The Group has 14 and an affiliate in Tunisia for its activities in Maghreb countries. And 14 000 employees spread over 8 countries (Belgium, France, Italy, Netherlands, Portugal, Spain, Switzerland, United Kingdom). Its customers are food manufacturers, retailers and restaurant chains. STEF-TFE's turnover came to 2 057 million euros in 2010.

***Our sustainable development approach is built around 3 commitments:***

- 1) Reducing the impact of cold logistics on the environment***
- 2) Developing high-performance, innovative and sustainable logistics solutions***
- 3) Consolidating social and societal best practices in the Group***

Press contact: Catherine MARIE - Tél. : (+33) 1 40 74 29 64 - catherine.marie@stef-tfe.com