



**Press Release**

*Les Achards, on the 14th of March 2024*

## **La Fournée Dorée set sail with the Neoline sailing ships**

**First company of the food sector to join the NEOLINE project of responsible maritime freight, LA FOURNÉE DORÉE commits to an annual volume of containers for a minimum of 5 years.**

Today, LA FOURNÉE DORÉE is proud to announce its commitment to the NEOLINE company to support it in the development of responsible shipping. Thus, LA FOURNÉE DORÉE commits to provide a significant volume of containers per year during 5 years to the NEOLINE sailing cargos: starting in 2025, they will connect Saint-Nazaire to the east coast of the American continent.

First food brand to join NEOLINE, LA FOURNÉE DORÉE is pleased to support this project, which will restore the thousand-year-old tradition of sailing freight.

As an export-oriented company since its creation, LA FOURNÉE DORÉE markets its products in almost 25 countries. Convinced that the French know-how needs to be produced in France, LA FOURNÉE DORÉE finds with NEOLINE a solution adapted to the export of its products to the North American continent, offering shipping times compatible with the conservation requirements of its products as well as competitive and stable rates.

With this partnership, LA FOURNÉE DORÉE extends its innovation strategy in the manufacture and distribution of its products, while ensuring a sustainable growth of its ecosystem. Indeed, the innovative solution provided by NEOLINE allows for a high decarbonisation of the maritime freight with a fuel consumption reduced by 90% compared to a conventional ship of comparable size.



As a human-sized, regional, virtuous and innovative company, NEOLINE has many important correlations with LA FOURNÉE DORÉE Group. This partnership with NEOLINE is part of LA FOURNÉE DORÉE's initiative to extend and intensify its CSR Policy based on the preservation of the future of the planet through concrete actions (in particular the reduction of the energy consumption of the production sites or the reduction of the waste volumes), and on the quality of the products and the customers and consumers' satisfaction.

*"Some products and know-hows must remain in France. The new solution of maritime freight offered by NEOLINE is a very relevant alternative to the current offers and also has all the assets for the development of our markets.*

*My training in the merchant navy makes me even more proud to support this great project,"* explains DOMINIQUE MORILLON, Associate Managing Director of LA FOURNÉE DORÉE.

*"We are pleased with the trust that LA FOURNÉE DORÉE places in us and with the strong commitment that the group has made with us on our pilot line: the group shows that food brands have a full place in sailing freight,"*

says JEAN ZANUTTINI, President of NEOLINE.

## About LA FOURNÉE DORÉE

LA FOURNÉE DORÉE is a French and independent family company that has kept alive the French bakery's artisanal and regional know-how for four generations. Thanks to the quality of its brioche products, the group is now one of the leading food brands in France. With 7 production sites in France and Canada, and more than 1.700 employees, LA FOURNÉE DORÉE is also developing in more than 25 countries.

More info on [www.lafourneedoree.fr](http://www.lafourneedoree.fr)

## About NEOLINE

NEOLINE was founded in 2015 by a group of maritime professionals, all convinced of the need for a transition to more responsible maritime transportation, relying on ships combining energy efficiency and primary wind propulsion.

NEOLINE's first project is a 136m sail-powered roll-on/roll-off ship, which will operate from 2025 on a transatlantic pilot route between Saint-Nazaire, Saint-Pierre-et-Miquelon, Halifax, and Baltimore, with a departure every month.

Leading French industry players such as Renault Group, Groupe Beneteau, Manitou Group, Michelin, Jas Hennessy & Co, Clarins, Longchamp, Rémy Cointreau, and La Fournée Dorée are pioneering shippers on this new France-North America route.



NEOLINE consists of two companies: NEOLINE Développement, owned 75% by its founders, and NEOLINE Armateur, owner of the first ship and co-financed by CMA CGM, ADEME Investissement, NEOLINE Développement, Corsica Ferries, and Hardy S.A.S.

NEOLINE is supported by the Pays de la Loire Region and BPI France. The project is certified by the Pôle Mer Bretagne Atlantique, Pôle EMC<sup>2</sup>, and Atlanpole.

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