

PRESS RELEASE



Healthy and sustainable

Klüh Catering relaunches plant-based menu line as WE LOVE GREEN

Düsseldorf, 05.09.2023 – The Catering division of the multi-service provider Klüh has further developed its vegetarian-vegan menu line I LOVE GREEN as WE LOVE GREEN. For the new range, Klüh Catering not only focuses on fresh and unprocessed, regional and seasonal ingredients as before, but also on demonstrable climate friendliness.

As with the previous line, in addition to selected ingredients, WE LOVE GREEN also emphasises taste and appearance. Instead of industrially processed meat alternatives such as soy cutlets or vegetarian sausages, we use recipes with a balanced ratio of all important nutrients that do not stress the body and provide it with everything it needs. WE LOVE GREEN is therefore ideally suited for a healthy diet in the long term - and as an effective component of proactive "company health management".

At the same time, WE LOVE GREEN makes a meaningful contribution to climate protection and sustainable action. Because every dish selected from the stock of recipes for the new line is characterised by a very low environmental footprint with a CO₂ savings potential of up to 66 per cent compared to conventional dishes. The sustainability value for each menu is displayed on site in the company restaurant and also in the Klüh Catering app. Here, not only the standard CO₂ value is determined, which is also common in comparable processes, but also factors such as water consumption and rainforest deforestation are depicted. To determine the precise environmental footprint of the dishes on offer, Klüh works with Eaternity, a Swiss organisation that specialises in calculating environmental footprints.

"With the relaunch of I LOVE GREEN as WE LOVE GREEN, we are presenting our proven product line in an updated version that demonstrates our passion for healthy eating and sustainability to an even greater extent", explains **Thorsten Greth**, Managing Director of Klüh Catering. "I" becomes "We" as a way of expressing that Klüh is committed to working together with its customers and diners to protect the climate.

The new WE LOVE GREEN line will initially be introduced as part of a promotion from 11-22 September in participating company restaurants. After that, it will become a permanent feature of the menus in all Klüh company restaurants. Further information on WE LOVE GREEN can be found at www.klueh.de/dienstleistungen/catering/we-love-green.

About Klüh:

With over 30 years of experience, the sector champion not only offers catering for employees, but also for patients, senior citizens, travellers, school and kindergarten children, and is the undisputed number 1 contract caterer in Germany in the area of care catering (study gvpraxis 05/2023). Klüh Catering is part of Klüh Service Management GmbH, an internationally operating multi-service provider from Düsseldorf. Founded in 1911, the family-run company has decades of experience in the area of infrastructural services. The divisions Cleaning, Catering, Clinic Service, Security, Personnel Service, Airport Service and Integrated Services offer both individual services as well as multiservice concepts. With almost 58,000 employees in seven nations, the company achieves sales of around 923 million euros (2022). For further information see www.klueh.de.

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