

# aufeminin

Press release  
Paris, 25 October, 2016

## **aufeminin strengthens its diversification strategy and launches Gretel, a revolutionary healthy snack box!**

### *The best Nature has to offer from around the world*

The result of an **intrapreneurial project** undertaken within the aufeminin group (aufeminin, Marmiton, My Little Paris, etc.) under the auspices of Marie-Laure Sauty de Chalon, the Group's CEO, et Delphine Groll, Head of Communication, Gretel is part of the Group's **diversification strategy** of which e-commerce is a pillar (My Little Box, Beautiful box).

Officially launched on 25 October, 2016, **Gretel** ([www.gretel-box.com](http://www.gretel-box.com)) offers subscribers the possibility of **receiving each month, at home or at work, 5 healthy and original snacks** from a selection of 50 products. Brazil nuts, Goji berries, dehydrated mango, Philippine coconut, shelled almonds, Canadian cranberries: various snacks unearthed from around the world, **all of them approved by Marmiton** for their taste and their originality.



### *Guilt-free healthy snacks*

With these unique snacks and their **proven nutritional benefits** (hazelnuts, almonds, Goji berries, dried blackberries, pumpkin seeds, grapes, prunes, etc.), **Gretel is aiming to change eating habits** so that people can at last enjoy guilt-free snacks.

### *The first customized box with 300 million possible combinations*

**Gretel** is innovating by launching, on the French market, **the first 100% customizable box** that lets subscribers **create their own box**. Each month, subscribers can thus choose their 5 favorite snacks from a selection of 50 products. This customizable aspect means that there are **more than 300 million possible combinations** and, for food lovers lacking inspiration, each month Gretel also offers a "seasonal box" recommended by Marmiton.

# aufeminin

Designed with sustainable development in mind, these Gretel snacks come in resealable Kraft paper bags, and can be eaten anywhere and at any time of day: in public transport, at work, out walking, in open-space areas, on the slopes, in the gym, etc.

Over 500 grams (over a pound) of **healthy snacks** delivered each month for **13.90 euros**, thus corresponding to a **daily recommended snack portion**.

## *Enchanting storytelling associated with the brand*

A new brand within the Group aimed at men and women alike, Gretel has its own special universe consisting of a **multitude of little characters**. Commissaire Pruneau, Casse Noisette, Ginger Catch, Alba Nana, Mika Jou, Amanda Moisselle, Kurt Berry, Miss Cancan, Merlin Pompom... characters with wacky stories to **create brand loyalty**.



A world of delicious enjoyable snacks, where you live on almonds alone!



**Now there's no need to avoid snacking between meals!**

To obtain **Gretel visuals** (logo, box, characters, etc.), please contact us using the details below.

---

### **Contact**

Delphine Groll, Head of Group Communication

[delphine.groll@aufeminin.com](mailto:delphine.groll@aufeminin.com)

Tel: +33 (0)1 53 57 15 52 – +33 (0)6 60 25 14 65

### **About Gretel and aufeminin**

Officially launched in October 2016, Gretel ([www.gretel-box.com](http://www.gretel-box.com)) belongs to the aufeminin group, the 1<sup>st</sup> creator of communities, which includes media brands such as aufeminin, Marmiton, My Little Paris, Merci Alfred, Gifted Agency, Onmeda, Zimbio.com, Livingly.com and Stylebistro.com.

The Group is present in more than 20 countries in Europe, North Africa, North America and Latin America. Leader on the desktop market with a global audience of 42 million visitors a month, the aufeminin group's presence is growing on the mobile market, with 73 million visitors, and tablet market, with 12 million visitors, and is developing its presence on all other platforms, including video, print and social networks <sup>(1)</sup>.

(1) Google Analytics, aufeminin group, no double counting, August 2016