

# Mieux Manger au Cinéma France

## Interview with Eliott Khayat, Astrée (Chambery)

by Vincent Leleurch



### Why did you decide to launch this project?

The “Mieux Manger au Cinéma” (Eat Better at the Theatre) initiative was born out of two observations. Firstly, the issue of eating better, although at the heart of health and sustainable development issues today, has not yet really penetrated cinemas. Indeed, when one enters one of the 2,040 cinemas that make up the dynamism and diversity of this art form in France, one is forced to note that, although the audience’s minds are well looked after, the products offered are most often too fatty or too sweet, while at the same time coming from a very polluting industry. Secondly, after a pandemic that has deeply weakened them, and at a time when the whole industry is wondering what measures to implement to fight against the decline in attendance, cinemas must now reinvent themselves. The “Mieux Manger au Cinéma” initiative aims to respond to these two challenges by creating a strong link between food and cinema. Our vision: healthy and ecological confectionery, attractive and adapted to cinemas, a gateway to a global transition.





### What exactly does this project consist of?

Bringing together exhibitors, members of the film industry and the food industry, our project aims to revolutionise the food offer in our cinemas, as well as the way it is distributed and marketed. How do we do this? By offering healthier, more sustainable products that are totally adapted to cinemas (without noise, odour or crumbs), without losing taste or quality. And, to go further, by encouraging the development of new responsible culinary activities in the venues. The project has several components. Firstly, the creation of a dedicated online platform, accessible to all member exhibitors, which will present all of our products, chosen from across the country for their quality, sustainability and adaptability to cinemas. It will serve as a direct link between exhibitors and producers, but also between exhibitors who will share their experience. Secondly, the creation of an annual competition to stimulate creativity around original products for cinemas. Finally, a connection between cinemas and local chefs, to organise specific events (film-tastings with local products, etc.).

### What are your expectations for the project?

The first edition of the “Mieux Manger au Cinéma” competition took place in May 2022 and was a great success: more than 60 products took part in the competition, with six winners. Since the beginning of the school year, we have worked with a dozen “pilot cinemas” throughout France, so that they can offer these products to their audiences and we can thus gather initial feedback from both exhibitors and audiences. At the same time, we are increasing our catalogue of products and preparing the next edition of the competition. We also aim to have a first version of our central product ordering platform by the beginning of 2023. Within five years, our goal is that the vast majority of arthouse cinemas in France will have joined “Mieux Manger au Cinéma” and will be able to offer our products - with a concrete and verified environmental impact. As the project is easily replicable on a larger scale, we hope in the medium term to become the first European platform for linking cinemas and producers of eco-responsible products, and thus extend to the entire Europa Cinemas network.

### What might its impact be at local and national levels?

By offering a richer experience to the audience and allowing them to diversify their activities, “Mieux Manger au Cinéma” aims to increase the attractiveness of cinemas and the engagement of the audience. Overall, “Mieux Manger au Cinéma” will also contribute to a new sustainable approach in the exhibition sector. In France, the confectionery consumed in cinemas in one year represents almost 50,000 tonnes of Co2, or 300 million aeroplane kilometres per year. With this project, we want to help reduce this figure drastically and raise awareness of environmental issues among exhibitors and their audiences. [mieuxmangeraucine.fr](http://mieuxmangeraucine.fr)

#### Partner cinemas:

**Astrée**, Chambéry  
**Café des Images**, Hérouville-Saint-Clair  
**Cinéma Le Club**, Grenoble  
**Cinéma le Star**, Strasbourg  
**Lumière Terreaux / Lumière Fourmi / Lumière Bellecour**, Lyon