



## “Menu Volaille”, the new Fermiers du Sud-Ouest brand for restaurateurs

*Haut-Mauco, July 11, 2024. Fermiers du Sud-Ouest, a subsidiary of the Maisadour Cooperative Group, has just launched a new brand for restaurateurs, "Menu Volaille". Its mission is to offer foodservice professionals the best in labelled, affordable poultry from the South-West.*



**The new brand dedicated to catering professionals to meet their expectations as well as those of their guests.**

The latest studies show that consumers are concerned about the origin and quality of the products served on their plates (farming methods, animal welfare). Even if the financial criterion remains an important issue in times of inflation, quality remains the major preoccupation of diners.

At the same time, the flexitarian diet is gaining in popularity and influence among consumers. Consumers are inclined to eat less meat, as long as it is of higher quality and local.

For restaurateurs, one of the main challenges is the shortage of labor. They need to rethink their practices by optimizing their offer and proposing a shorter menu.

Fermiers du Sud-Ouest wanted to respond to these new expectations by supporting and facilitating the work of restaurant chefs in the kitchen.

### **An attractive, affordable quality alternative**

"Menu Volaille" is a brand specializing in the distribution of quality poultry from South-West France. It offers an intermediate alternative between standard poultry and PGI (Protected Geographical Indication) poultry, the aim being to offer a higher level of quality but more

accessible than a PGI label. The brand has been designed with chefs in mind, offering a variety of species (chicken, guinea fowl and cockerel), a choice of sizes adapted to their needs, and different packaging for greater convenience. The latter are essential criteria for meeting chefs' requirements and facilitating their day-to-day work.



"Menu Volaille" offers slow-growth chickens born, raised and prepared in the South-West of France. The rearing method guarantees a minimum of 81 days in the open air, with a 100% vegetable feed including at least 80% cereals. Producing quality poultry that respects people, animals and the earth is therefore in line with the Maisadour Group's AMBiTiON 2030 values and strategy.

**Fermiers du Sud-Ouest**, a subsidiary of the Maisadour cooperative group, is the specialist in Label Rouge poultry from the South-West. The No. 1 poultry group in the South-West, Fermiers du Sud-Ouest works to ensure "good nutrition" by preserving the richness and know-how of its regions. It brings together over 1,100 breeders in the Landes, Gers and Périgord regions, three regions renowned for the quality of their agricultural produce. Through its St SEVER, Gers, Landes, Périgord, Poulet d'ici, Marie Hot, Le Gemmeur and Menu Volaille brands, it targets 3 types of professional customers: large and medium-sized food retailers, out-of-home caterers and butchers, butchers, roasters and caterers in France and abroad. [www.fermiers-so.fr](http://www.fermiers-so.fr) / [www.st-sever.fr](http://www.st-sever.fr)

#### **Key Info**

Governance: Michael Dolet-Fayet, President / Vincent Robin, Executive Director  
Turnover for fiscal year 2022-2023: €229 million / 1,050 farmers and 744 employees

#### **PRESS CONTACTS**

##### **CORIOLINK AGENCY**

Océane Vilminot - T. 07 84 90 83 16  
[oceane.vilminot@coriolink.com](mailto:oceane.vilminot@coriolink.com)  
Amélie Lebreton - T. 06 70 60 25 30  
[amelie.lebreton@coriolink.com](mailto:amelie.lebreton@coriolink.com)

##### **MAÏSADOUR**

Aurélie Zimmermann - T. 06 08 92 92 52  
[a.zimmermann@maisadour.com](mailto:a.zimmermann@maisadour.com)  
Nina Bernadet - T. 07 89 39 60 46  
[n.bernadet@maisadour.com](mailto:n.bernadet@maisadour.com)