



INSEP SIGNS A COLLABORATIVE PARTNERSHIP WITH DANONE

On Thursday, January 18, 2024, INSEP and Danone announced their commitment to supporting top-level athletes in their quest for performance and excellence by offering them high-quality nutritional solutions.

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This ambitious collaboration follows on from the launch of a new innovation: « HiPRO+ », developed with athletes and dedicated to athletes of the HiPRO brand.

Nutrition is a key element in both preparation and recovery. Thanks to this partnership, INSEP gives Danone the opportunity to rely on the expertise of its experts in nutrition and an access to the top-level athletes to test and develop high-quality products.

Danone's innovation and know-how at the service of nutrition and sports performance.

"We are delighted to sign this partnership with Danone to provide our top athletes with high-quality nutritional solutions. Nutrition is a key element in their preparation and recovery, and we are convinced that this collaboration with Danone will help us to support them in their quest for medals and excellence. Our collaboration will enable us to respond to a need expressed by the federations, while providing Danone's R&D teams with qualitative feedback".

Fabien Canu, Director General of INSEP

"With 3 million consumers already, in just a few years HiPRO has become the No. 1 hyperprotein player in the ultra-fresh segment in France. Tomorrow, our ambition is for HiPRO products to be consumed by the 17 million French people who practice sport regularly. The partnership with INSEP will enable us to go even further in meeting the demands of athletes."

Benjamin FLOCH, marketing Director Dairy France

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