

***Good Meal* and *Socialease* become the first-ever DigiLAB' award winners: a co-creation by Institut Paul Bocuse and the Food Service Factory**

DigiLAB' is the first-ever certification created specifically for digital start-ups working in the hotel and restaurant sector. And given that our students are the industry professionals of the future, DigiLAB' has chosen to ask them to finally approve the business solutions offered by these start-ups. Two new businesses called *Good Meal* and *Socialease* were recently nominated winners of the first edition of this quarterly event celebrating innovation in the sector, and selected by Food Service Factory from more than 20 initial challengers. 7 finalists competed in Lyons, in front of a panel of specialist food and hospitality sector judges chaired by Dominique Giraudier - CEO at Institut Paul Bocuse, François Blouin – Chairman of the Food Service Factory and Food Service Vision, Francis Luzin – Founder of RHF Editions and Co-founder of Food Service Factory. The wide range of solutions on show at the event were yet more proof of the dynamic nature of the French-tech Food and Hospitality industry, a real breeding ground for entrepreneurs who are working to improve the performance of professionals in the sector. Mahdi Laanaia and Caroline Maze, the co-founders of *Good Meal* have come up with an application that manages quality control and restaurant customer experience in real-time. Laurent Thévin, who founded *Socialease*, offers professionals a platform that manages their communications and e-reputation on social networks.

Both these solutions will now be deployed and tested as of September 2019 throughout our 7 training restaurants and hotels at Institut Paul Bocuse. In order to provide a boost for their projects, the award-winning entrepreneurs will also benefit from the personalised coaching and support of the professionals and financiers associated with the team of experts at Food Service Factory and Institut Paul Bocuse. This initiative will also enable students at the Institute to become accustomed to using innovative sector-specific digital solutions and support the development of our institution's entrepreneurship programme.

The two start-ups will now travel to Paris on 16 May to take part in the 3rd edition of the 'Food Service Digital Transformation Convention' (Food Service DDAY) organised by Food Service Vision and RHF Editions.

**About Institut Paul Bocuse:**

Institut Paul Bocuse trains more than 1,000 students each year, representing 55 nationalities studying on 10 international campuses. From undergraduate through to doctoral level, students on our courses benefit from an innovative teaching approach recognised by the 2017 Worldwide Hospitality Awards. In just 28 years, the Institute has been able to develop a unique higher education, research and continuing education ecosystem. Its international development strategy is built upon an educational hub created in partnership with the world's best schools and universities and a network of several thousand alumni present in more than 80 countries across the globe. Institut Paul Bocuse is the first-ever hospitality and food service higher education institution to be fully certified by the Ministry of Higher Education, Research and Innovation and by the Ministry of Labour.

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**About Food Service Factory:**

The Food Service market is changing enormously, and as a key player Food Service Factory is able to understand and anticipate movements in this market. Our priority at Food Service Factory is to support clients in gaining a better understanding of a highly complex business environment. But even more than that, our aim is to work as a real connector, linking up the big players in the Food Service sector with start-ups.

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