

## Globe Export is changing its name to become...



Pioneer for over 30 years in edible seaweed, Globe Export take on a new meaning full name, GlobeXplore, which is simultaneously the reflexion of it's presents activities and an answer to tomorrow's ambitions.

### GOURMET PATH OF AN ADVENTUROUS COMPANY!

Supported by a new momentum and an even more powerfull company dynamic, GlobeXplore wish to clarify its market positioning by taking on a new evocative name uniting its **taste for adventure and the gastronomic discovery**. Committed in a perpetual innovation, GlobeXplore is the flagship of a **family business** which strive to draw its resources in nature and aspire to act in good faith towards the planet.

- > « **Globe** » an historical base reflecting the international adventure of the company.  
**An invitation to explore the world** to extract gustatory chips and reveal it to the gourmands.
- > « **Explore** » is at the teams image, true explorers who venture off-road  
**in search of the unexpected, new feelings and new flavours.**  
It's the will to share its adventure, transmit its knowledge and diffuse its enthusiasm to promote a healthy and modern gastronomy.

### A NEW HORIZON FILLED OF AMBITIONS!

This development goes along with the redifinition of the portfolio of brands:

*Christine Le Tennier.*  
CREATIV' FOOD

**Christine Le Tennier** (maintain its identity alongside its delicatessen and international network)



**Algaé Gastronomie**  
(Food Service)

> Available end of may



**Algaé**  
(Retail)

> Available end of may



**Algaé Nature**  
(Organic)

> Available early september

New names unite around a new common logo in order to emphasize the identification and develop a strong positioning on the market. A visual identity recognized by everyone reflects the enterprise's fundamentals based on seaweeds and an innovation process leaned towards tomorrow's nutrition expectations.



## ABOUT GLOBEXPLORE

Founded in 1986, GlobeXplore (headquarters in Rosporden, France) is specialized in **production, transformation and marketing strong added value edible seaweed's and prime and gourmet products** (more than 150 references).

Driven by a culinary passion uniting **innovation and quality**, GlobeXplore's team puts **its consumers at the core of its strategy**. To bring service and gustatory quality is a daily challenge to incite consumers appetite towards tomorrow's nutrition.

GlobeXplore is a Jean Hénaff subsidiary, Breton food group, since 2017.

> Our new website is online! **algues.fr**



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