



**European leader in rabbit meat production**  
**Customer in 2011-2012**

**Objectives**

Launch of a range of fresh and frozen rabbit meat products in Poland

**Response**

The French family group Lœul et Piriôt, with more than 500 employees, is a European leader in rabbit meat production. In Poland, the context was promising : an increase in consumption of packaged meat along with an increase in supermarket visits and a growing demand for prepared food. L&P wanted to enter both the retail and horeca market. To help them implementing a successful business, Green Seed Poland advised to work with a local distributor. GS Poland identified and selected five meat distributors and initiated contact. After a 3 day Lœul et Piriôt visiting program, an agreement with a Distributor was signed.

**Results**

This agreement resulted in a listing of Lœul et Piriôt at Biedronka (Jeronimo Martins Polska), one of the most powerful supermarket chains in Poland. To ensure a cheaper and more local production, L&P decided to build a production unit in Ukraine to serve the Polish and Ukrainian market.

