

## **Entegra acquires CHR-HA, a group purchasing organization for independent hospitality businesses in France, strengthening its development in Europe.**

**Paris, 13 January 2022 – Entegra, a Sodexo subsidiary and expert in procurement solutions and cost optimization for the hospitality business, is expanding its service offering and its client base in France by acquiring CHR-HA, a group purchasing organization for independent hotels and restaurants.**

With the acquisition of CHR-HA, Entegra is expanding its offering and supplier-partnerships to serve a wider client base and accelerate its growth towards becoming **the leader in procurement and hospitality performance in France.**

A major reference partner in France with close to 2,400 members, CHR-HA is one of the key players in sourcing and procurement for cafés, hotels, restaurants, and snacking facilities. This acquisition will combine CHR-HA's expertise of servicing independent individual units with that of Entegra's historically servicing groups of restaurants or hotels. This operation will also expand Entegra's catalogue of food and non-food products and reinforce its geographical footprint in Europe.

As one of the world leaders with buying power of over 20 billion euros and an unparalleled geographical presence (United Kingdom, Ireland, Germany, Spain, Italy, Belgium, Netherlands, France, United States and Canada), Entegra provides its clients with a complete range of SKUs (Stock Keeping Units) in food purchasing (including fresh products, delicatessen, beverages) and non-food (from maintenance and hygiene, to equipment and supplies), as well as services provided by Entegra or by partners (building maintenance, energy, laundry).

### **Alice Hoffmann, CEO Entegra Europe and President Entegra France:**

*"We are delighted to bring together the teams of Entegra and CHR-HA which is a real success story at a national level. Our current and future clients will benefit from the complementarity of our respective areas of expertise, and we will provide support to meet their objectives in terms of sustainability, diversity and inclusion, in line with the CSR commitments that are part of the DNA of Entegra and CHR-HA."*

### **Albéric de Calonne, Founder of CHR-HA:**

*"I am very pleased that CHR-HA is joining Entegra. The integration of our activities is a great opportunity for our teams who share the same values and growth ambitions. Together we will strengthen our capabilities in France and our complementarity will allow us to become a key player to support all our clients whether they are groups or independent businesses in the hospitality industry."*

## About Entegra

Entegra ProcurementServices®, present in 10 countries, is a subsidiary of Sodexo, the world leader in Quality of Life Services. As one of the largest food group purchasing organization in the world, Entegra supports players in the hospitality sector (in particular the hotels, restaurants, leisure, medical and social industries) by providing them with industry-specific saving solutions and improve their operations. Entegra provides its clients with efficient solutions through its unmatched purchasing power, digital tools, personalized advisory services and corporate social responsibility support to help clients improve client experiences and achieve their goals.

More information on [www.entegraps.com/](http://www.entegraps.com/)

## About CHR-HA

Created in 2006 by Albéric de Calonne, CHR-HA is one of the leading independent group purchasing organization in France for the hospitality industry. It has 2.400 members throughout France (over 1.000 hotels, over 600 hotel-restaurants and more than 800 restaurants). CHR-HA offers procurement solutions for the hotel, restaurant and snacking industries, with over 100 suppliers, based on mutualized purchases. Its strong values revolve around friendliness with its members and supplier-clients, trust, integrity, attention and the pleasure of contributing to the development of the hospitality industry.

More information on [www.chr-ha.com](http://www.chr-ha.com)

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