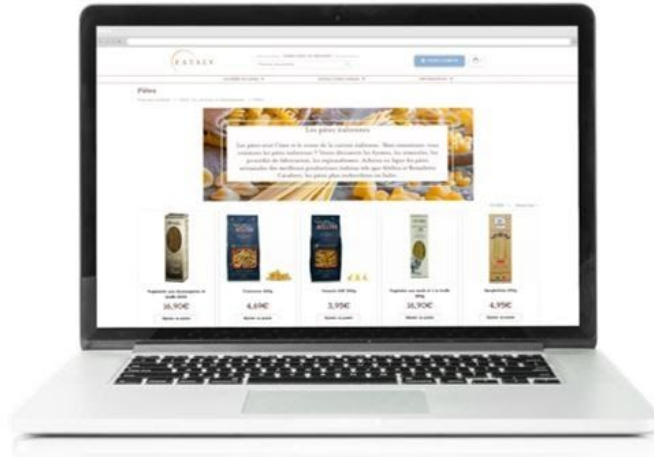




**PRESS RELEASE**

**EATALY PARIS MARAIS unveils its e-shop, [Eataly.fr](https://www.eataly.fr), so customers can enjoy the finest Italian food at home**



**Paris, November 9th, 2020**

EATALY PARIS MARAIS - whose exclusive franchise in France is held by the Galeries Lafayette group - continues to expand and announces the official launch of its online store, [Eataly.fr](https://www.eataly.fr). A year and a half after inaugurating its unique “Eat, Shop, Learn” concept in the heart of Paris’s Marais district, Eataly continues to delight Italian food aficionados, who can now buy a large selection of its groceries online from the comfort of their homes with rapid delivery across metropolitan France and a click&collect service for Paris-based customers.

The responsive website, which is available on mobile phones, desktops and tablets, features over 500 items (this number is set to double within the coming year), with a selection of Italy’s finest sweet and savory dry groceries, as well as fresh produce and wines. The products are prepared and dispatched from the Paris store for delivery within one to four days in compliance with the strictest health and hygiene standards.

This digital service is part of EATALY PARIS MARAIS’ drive to become France’s benchmark in Italian gastronomy both in-store and online. Through it, the brand continues to draw on the strong bonds forged with its producers and partners to offer healthy, high-quality produce at affordable prices. As well as the e-shop, EATALY PARIS MARAIS offers a meal delivery service for its flagship dishes in partnership with Deliveroo. The cooking classes given by its chefs at the Paris store can also be booked online [Scuola.fr](https://www.scuola.eataly.fr).

Commenting on the website launch, Sylvain Greiner, Director of Operations at EATALY PARIS MARAIS, said: “All the teams are very proud of this launch. It represents a new and important step in the deployment of the Eataly concept in France and further boosts our notoriety by providing as many people as possible with access to the finest Italian food in one click so they can enjoy the full, authentic experience from the comfort of their own homes.”

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## **About Eataly**

Eataly was founded in Turin in 2007 by Oscar Farinetti. By 2020, there are 40 stores around the world, with global revenue in exceeding €465 million. The Eataly concept is based on three key principles – Eat, Shop, Learn. Each store offers a selection of the very best traditional products at affordable prices, by reducing the middle man as much as possible and forging a direct link between producer and consumer. In line with its motto: Eat better, live better, one of Eataly's main goals is to educate consumers, so that they learn to select top-quality Italian foods, paying careful attention to how they are made and where they come from. Since the opening of FICO Eataly World in Bologna, new stores have sprung up in major cities across the globe, including the recently inaugurated Eataly Paris Marais in the heart of the French capital city but also Toronto, Las Vegas and London very soon.