

AUTOMOTIVE

Bugatti ups philanthropic efforts with food bank partnership

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The brand's employees and president stopped in to help with the charity's work. Image credit: Bugatti

By LUXURY DAILY NEWS SERVICE

French automaker Bugatti is going local with its charitable support.

In March, the brand announced a partnership with Alsace-based food bank [Banque Alimentaire du Bas-Rhin](#), lending financial help and hands-on volunteer time. Providing sustenance to those in Bugatti's home region, the organization fights both food waste and hunger with the help of 120 collaborating parties in the area, the vehicle company now among them.

"We are fully committed to using the resources we have at our disposal to make a positive impact on our local community," said Christophe Piochon, president of [Bugatti](#), in a statement.

"Just by volunteering for one day, we are able to support Banque Alimentaire du Bas-Rhin in its tireless endeavors to tackle food insecurity and food waste," Mr. Piochon said. "This action is a testament to the importance of collective action in addressing social challenges."

Food fund

Banque Alimentaire is based in France, sponsoring 79 food banks affiliated throughout the nation.

The charity collects food and goods donations from supermarkets countrywide, distributing the resources to those in need and creating employment opportunities in the process. The organization collects and prepares orders, sending direct support to individuals and families.



Food justice is a cause that many in luxury are getting onboard with. Image credit: Bugatti

On top of Bugatti team members participating in this process, the company has given Banque Alimentaire du Bas-Rhin a monetary gift while continuing to raise awareness about its mission.

"Every year, the number of beneficiaries and the number of associations we supply continues to rapidly increase," said Jean Serrats, president of Banque Alimentaire du Bas-Rhin, in a statement.

"The support of our partners is therefore essential for us to pursue and carry out our vital commitment," Mr. Serrats said. "Bugatti's donation enabled the distribution of the equivalent of more than 30,000 meals by our 120 partner associations in Bas-Rhin."

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