

## **VIDEO: 5 Produce a Day, the Ugly Way**

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Marcel

Intermarché launched the Inglorious Fruits&Vegetables, a film, print, poster and radio campaign, celebrating the beauty of the Grotesque Apple, the Ridiculous Potato, the Hideous Orange, the Failed Lemon, the Disfigured Eggplant, the Ugly Carrot, and the Unfortunate Clementine. Now you can eat five a day inglorious fruits and vegetables. As good, but 30 percent cheaper. The inglorious Fruits&Vegetables, a glorious fight against food waste.

Video of Intermarché - &quot;Inglorious Fruits and Vegetables&quot;

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