



## PRESS RELEASE

### **Join EAFA for ALUNCH and pay with aluminium closures: You are just a twist away!**

Young professionals in Brussels are being invited to join ALUNCH at the prestigious Grapevine restaurant, near the European Parliament each Thursday through April and May. To 'pay' for their meals the lunchers need to bring along some aluminium bottle closures, which will enable them to feast on a variety of delicious food – all served in aluminium foil or containers, of course!

The initiative, which will run from 14th April until 26th May, aims to show the value of aluminium closures as well as other aluminium foil products and raise awareness of their benefits and convenience. All the closures will be collected in a transparent tube so that there will be a 'bank' full of them at the end of the period.

Guido Aufdemkamp, executive director of the organiser EAFA, the European Aluminium Foil Association explained the reasoning behind the event, "We wanted to make our point about the value of aluminium closures and, indeed the entire aluminium range, in an interesting and amusing way, which would be particularly appealing to the many international young men and women living, working and studying in Brussels, the Heart of Europe!"

The ALUNCHers will be treated to a menu (in French, Dutch and English) which will give them a choice of meals, desserts, coffee and treats all served in aluminium foil, containers, pouches or capsules.

EAFA will involve Social Media, including Facebook and Instagram to promote ALUNCH and hopes that guests will post some pictures on line showing their experiences, particularly the funny ones! Flyers and posters will also be placed in the restaurant which, being in the Place du Luxembourg is in a vibrant and busy location in the heart of the Brussels European Quarter.

All the closures collected will be sent for recycling; showing their true value to the community is simply a twist away.

For more information about the ALUNCH initiative visit [www.alunch.eu](http://www.alunch.eu)

### **Further information:**

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*The European Aluminium Foil Association is the international body representing companies engaged in the rolling and rewinding of alufoil and in the manufacture of aluminium closures, alufoil semi-rigid containers and of all kind of flexible packaging. Its more than 100 members include companies in Western, Central and Eastern Europe.*