



## PRESS RELEASE

### All Smiles at the ALUNCH

The ALUNCH event in Brussels throughout April and May, staged to promote the benefits and convenience of aluminium foil products across the range, has had a great start with lots of happy, smiling participants. Many young men and women, living, working and studying in the city have been attracted to the Grapevine restaurant, near the European Parliament, to enjoy a 'feast in foil' and pay for it using only aluminium bottle closures.

Many smiling faces have been seen at the tables enjoying a range of meals and refreshments – all served in aluminium foil or containers. The closures used to pay for the food are being collected in a transparent tube and this 'bank' is filling up fast.

Organised by EAFA, the European Aluminium Foil Association, ALUNCH is running each Thursday until the end of May. Invitations to ALUNCH are being posted on Social Media, including Facebook and Instagram as well as around the restaurant. EAFA hopes to see the ALUNCHers post pictures of their experiences and spread the word about both the event and the value of aluminium foil.

Of course all the aluminium closures collected as payment for ALUNCHes will be sent for recycling, showing that the value of aluminium foil does not stop at the table.

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

**Further information:** Cédric Rauhaus, Manager Communications (EAFA)

*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.*