



Powering adventure in the dunes

A legendary event, the **Dakar Rally** has been speeding through the Sahara for decades. Throughout its history, the world-famous race has showcased a rugged 9,000 km off-road course for cars, trucks and motorbikes, stretching from Western Europe to Dakar, Senegal.

Every year, it welcomes world-class racing champions and explorers from as many as 50 nationalities, all coming together for the ultimate competition of extreme endurance. But although these adventurers relish the intense conditions behind the wheel, they are also looking for comfort and conviviality during break time.

Since 1994, the Dakar has been organized by **Amaury Sport Organisation (A.S.O.)**. A specialist in the organization of renowned sporting events, such as the Tour de France and the Paris Marathon, A.S.O. is committed to achieving exceptional levels of quality and reliability to support their participants' performance. In the Dakar, that includes offering first-rate catering and a festive ambiance to everyone involved, from the drivers and technicians to the press staff on site.

In 2009, A.S.O. had to move the event to Chile and Argentina due to geopolitical issues. For the first time ever, the Dakar would embark on a new continent – and, with it, a new world of challenges. A.S.O. needed a reliable partner with the experience, infrastructure and local knowledge necessary to make the transition a success.



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NEW CONTINENT, NEW CHALLENGES

With only six months to bring the Dakar to South America, A.S.O. needed a reliable partner that could keep up with the race at every twist and turn, taking into account every need, from logistics and quality to hygiene and safety standards. But more than an adventure, the Dakar is a human experience, and A.S.O. also wanted to recreate the great atmosphere they had been used to, yet this time in a new location.

Sodexo has been established in South America for decades, servicing major international companies with remote-site operations like Xstrata, Bechtel, Petrobras or Barrick Gold. In addition, Sodexo has been partnering with A.S.O. since 1991 to organize and service the Tour de France. This is why A.S.O. considered them the natural choice to guide this crucial transition.



COMMITTED TO KEEPING THE PACE

Sodexo quickly set up a dedicated team of 100 people. To deliver reliable round-the-clock service, they accompanied the race with three sets of kitchens called caravans. While one team serves thousands of meals, another is setting up the same camp and equipment far ahead to be ready for the next stage. These huge logistics required constant movement of kitchen trucks, power generators, supplies and food, as well as waste-collection vehicles.

Throughout each 15-day race, Sodexo was able to maintain services 24/7, serving 25,900 breakfasts, 13,200 lunches, 20,600 takeaway lunch packs and 30,170 dinners, plus 112,000 liters of water and liquids. In addition to timely service and quality food, Sodexo found ways to liven up the experience with special shows and dinner themes, such as the Big Argentinean BBQ and the Patagonic Lamb. Sodexo also provided exclusive services for VIPs, including cocktails and champagne.



SUCCESS AT THE FINISH LINE

After traveling 700 km in one day on just a few hours sleep, finding a nice way to unwind is a must. Thanks to Sodexo's passion for high-quality service and rigorous standards in health and safety, the Dakar has regained its momentum. Sodexo just completed its third year and the transition has been running smoothly. This year, the Pasta Bar was particularly appreciated, as it provided off-hour eating possibilities to participants arriving between meals, with a service-spirited team happy to welcome them at any time.



“ Starting from scratch is challenging. But Sodexo had the desire to race through the learning curve and quickly adapt to our needs,” explains Laurent Lachaux, Head of Marketing and Sales, Amaury Sport Organisation. “In its third year, Sodexo has surpassed our expectations, and, today, we feel just as home in South America as we did in the deserts of Africa.”

