

Brioche Pasquier entrusts Veolia with the construction and management of a new wastewater reuse unit

> The solution implemented by Veolia will **allow for the reuse of 3 cubic meters per hour (m³/h), or 3,000 liters per hour (l/h), of wastewater** after treatment.

> The amount of **water taken from the city for cooling will be reduced by 85%**, representing a saving of 18,000 m³/year. The treated wastewater that is **not recycled is used for agricultural irrigation**.

Brioche Pasquier, a French leader in the production and sale of industrial pastries and viennoiseries, has partnered with Veolia, world leader in ecological transformation, to meet its wastewater reuse needs at its site in Les Cerqueux. The new installation, operational since September 2023, allows for the reuse of 3 m³/h of wastewater as cooling water for its cooling towers.

Brioche Pasquier has entrusted [Veolia Water STI](#), a Veolia subsidiary specialized in water treatment for industries for over 30 years, with the implementation of a packaged treatment plant to reuse the wastewater it generates. Veolia will operate it for two years.

The facility, located at the headquarters of Brioche Pasquier in the Pays de la Loire region, allows the manufacturer to be 100% compliant with water quality requirements in the food industry. Serving as a pilot unit for its other production sites, the water treatment solution is instrumental in Brioche Pasquier meeting its sustainable development goals, limiting its impact on the water resource by significantly reducing its consumption. Overall, this installation saves 85% of the drinking water used for cooling the factory, which represents 18,000 m³/year. The treated wastewater that is not recycled in the plant is used for agricultural irrigation.

About the solution

With a capacity of 3,000 l/h, the facility features a customized pretreatment using filtration and a reverse osmosis stage including a [Sirion™ Advanced Pro](#), allowing for the production of high-quality industrial process water, eliminating up to 98% of dissolved inorganic materials and more than 99% of dissolved organic materials, colloids and particles. Veolia's patented [Hydrex® chemicals](#), specially developed to optimize the performance of utilities and water treatment assets, complete the unit.

ABOUT VEOLIA

Veolia's ambition is to become the benchmark company for ecological transformation. With nearly 218,000 employees on five continents, the Group designs and deploys useful, practical solutions for managing water, waste and energy that help to radically change the world. Through its three complementary activities, Veolia contributes to developing access to resources, preserving available resources and renewing them. In 2023, the Veolia group served 113 million people with drinking water and 103 million with wastewater services, produced 42 terawatt-hours of energy and recovered 63 million metric tons of waste. Veolia Environnement (Paris Euronext: VIE) generated consolidated sales of €45.3 billion in 2023. www.veolia.com

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