On 16 November 2023, INTERFEL organized a cooking workshop at Mademoiselle M in Paris, with Top Chef's Jean Covillault as a host. A group of Millennial-oriented influencers was invited to participate in the workshop, which was a success for the programme: 9 influencers joined, and more than 35 contents were posted on social media, for an average engagement rate of 4.14%.

The goal was to show that fruit and vegetables-based meals for Christmas are easy and fun to cook, and it can be done without waste! Viewers! Last but not least, Jeeny treated us all to her delicious beetroot and carrot cupcakes just in time for Valentines Day!

Life is Better campaign ambassador chef Jeeny Maltese created a mouth-watering thousand-layer Bramley apple cake which went live on LifeisBetter.in and Interfel's website!

The 'Life is Better with Fruit and Vegetables' campaign launched a press release in February, seeking convenience and speed of cooking. This offers great opportunity for millennials who believe millennials are very curious to find more ways to cook fruits and vegetables using an air fryer.

PR activities reached a total of 663,000 individuals. In the early new year, the "Life is Better with Fruit and Vegetables" campaign launched a press release in France, Germany, Italy, Poland, and Spain).

Air fryer ownership is becoming much more frequent amongst Irish people, and Bord Bia seeks to increase the consumption of fruit and vegetables in Ireland. Bord Bia believe millennials are very curious to find more ways to cook fruits and vegetables using an air fryer.

The 'Life is Better with Fruit and Vegetables' campaign launched a competition to win a Ninja Foodi Dual Air Fryer in February. This competition generated 11 clippings.