

Pourdebon (France)

Organisation: Pourdebon SAS

Geographical scope: France

Target users: Farmers, artisanal food producers and consumers.

Overview

Pourdebon is a French online marketplace dedicated to premium local food products. It allows consumers to purchase directly from carefully selected producers while providing nationwide refrigerated delivery.

Main functionalities

- National online marketplace;
- Direct producer-to-consumer sales;
- Refrigerated home delivery;
- Producer storytelling;
- Product traceability;
- Customer reviews.

Contribution to biodiversity-based food marketing

Pourdebon demonstrates how high-quality local products can successfully reach national markets while preserving producer identity. Its storytelling approach is particularly relevant for communicating the value of biodiversity-based food.

Strengths

- National visibility;
- Professional logistics;
- High-quality product presentation;
- Strong producer branding.

Limitations

Participation is subject to producer selection criteria and commission fees.

Website

<https://www.pourdebon.com/>

Userguide

<https://www.pourdebon.com/page/philosophie#how-it-works>

Language : french