

Colruyt Group Academy organises three new discovery days making it easier to adopt a healthy lifestyle

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Having welcomed nearly 400 participants last year, the initiative is returning to three venues.

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This autumn, Colruyt Group Academy is organising three discovery days focused on a healthy lifestyle: on 27 September in Jambes, on 11 October in Hal and on 25 October in Merelbeke-Melle. Through talks, workshops, exercise sessions and cooking demonstrations, visitors will discover how to improve their physical and mental wellbeing through simple, accessible steps. This initiative provides a concrete example of how the Colruyt Group's health ecosystem works: several retail chains and brands joining forces, convinced that health is not limited to diet, but also encompasses physical activity, sleep, relaxation and stress management.

There is no shortage of good resolutions: seven out of ten people want to be more active¹ and nearly six out of ten would like to adopt a healthier diet². However, turning intentions into action is not always easy. How can you find an approach that suits you and make it a lasting part of your daily life? This is what visitors will soon be able to discover at the Colruyt Group Academy's Health and Wellbeing Days.

"The principle is simple," explains Joris Impens, project manager. "There's no need to radically change your lifestyle overnight. Over the course of a single day, visitors can explore a variety of activities and try out for themselves what suits them best. Nutrition, physical activity, sleep and mental wellbeing are all topics covered."

Discovery days are nothing new for Colruyt Group Academy. Last year, the two events welcomed a total of 399 visitors: 131 in Jambes and 268 in Merelbeke-Melle, where the event was fully booked. *"What struck me most was the warm atmosphere and the interest shown by everyone present on the day,"* says Sylvia, who took part in the 2025 edition. *"Here, learning was a real experience in itself."* This success and the many enthusiastic reactions have reinforced the Colruyt Group Academy's decision to organise three days instead of two, with a new session in Hal. The organisers hope to welcome more than 200 additional participants.

"We've taken into account the activities that proved most popular last year, both in Wallonia and Flanders," explains Joris Impens. *"Those who particularly enjoyed the sound relaxation sessions will be delighted to hear that they're back on the programme. The Pilates sessions and the talk 'Understanding and improving your sleep' will also be returning."*

As well as the tried-and-tested activities, the programme also has some new experiences in store. *"This year, visitors will be able to enjoy a soothing experience to the sound of Tibetan singing bowls and gongs, learn about cardiac coherence techniques to transform stress into serenity, or gain a better understanding of how sleep and diet influence their energy levels. Mental wellbeing will also take centre stage, with, amongst other things, exercises designed to promote relaxation and*

refocusing.”

Lessons learnt from previous editions have helped to refine not only the programme but also the organisation of the day. Joris Impens explains: *“All sessions start at the same time, and in each time slot, visitors can choose from three to five activities. No set itinerary is imposed on them: everyone is free to put together a programme tailored to their own preferences. A half-hour break is always scheduled between sessions, giving people time to chat, have a snack or simply potter about. Because, on this day, there’s no question of multitasking or having to race against the clock.”*

The discovery days demonstrate the central role that health plays in the Colruyt Group Academy’s programme. Health is approached holistically: diet, physical activity, sleep and mental wellbeing all contribute together to each individual’s balance. Through workshops, talks and numerous other activities, Colruyt Group Academy aims to inform and inspire participants, but above all to help them put these lessons into practice in their daily lives. The aim is not to prescribe an ‘ideal’ lifestyle, but to offer different approaches so that everyone can find the ones that suit them best.

“This ambition is also part of a broader initiative within the Colruyt Group, ” explains Joris Impens. *“Several of the group’s retail chains, brands and areas of expertise are contributing to the discovery days. Bio-Planet’s nutrition experts provide practical advice on adopting a balanced diet during a cookery demonstration, Newpharma’s pharmacists lead a talk entitled ‘Fewer pollutants on your plate: how can you achieve this? ’, a Jims trainer invites visitors to take part in a Pilates session, and Yoboo is hosting a talk entitled ‘Feeling energised or sluggish? Manage your blood sugar levels.’*

The Health and Wellbeing Days will take place on the following dates:

- **Sunday 27 September 2026 - Jambes**
- **Sunday 11 October 2026 - Hal**
- **Sunday 25 October 2026 - Merelbeke-Melle**

Two sessions are available on each date: one in the morning (from 9.00 am to 1.00 pm) and one in the afternoon (from 2.00 pm to 6.00 pm).

Further information on the programme and registration: www.colruytgroupacademy.be

¹ Sciensano, *Prevention Barometer 2025: physical activity and sedentary behaviour*.
<https://repository.sciensano.be/server/api/core/bitstreams/dd1994dd-4095-43e9-8eb9-e38859eff577/content>

² Sciensano, *Prevention Barometer 2025: eating habits*.
<https://repository.sciensano.be/server/api/core/bitstreams/2cd66f52-8949-4d2e-8fe5-1093d90eef09/content>

<https://press.colruytgroup.com/colruyt-group-academy-organises-three-new-discovery-days-making-it-easier-to-adopt-a-healthy-lifestyle>