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## CARLOS ALCARAZ JOINS DANONE AS GLOBAL AMBASSADOR TO INSPIRE GENERATIONS TO COME THROUGH SPORT AND NUTRITION



Convinced that combining a good diet and sports habits from an early age is key to lifelong health, Danone is partnering with global like-minded ambassador to inspire generations to come: Carlos Alcaraz.

Following its partnership with Paris 2024, this unprecedented multi-year collaboration is fully in line with the Group's mission: to bring health through food to as many people as possible.

**"The Murcian has landed": a symbolic nod marking the announcement of this new partnership between Danone and Carlos Alcaraz.**

Spanish tennis player Carlos Alcaraz has become Danone's new global ambassador. At just 22 years old, the tennis icon will play a cross-functional role across the Group's brands and categories to promote long-term healthy habits, focusing on balanced nutrition, healthy hydration, and regular physical activity from an early age.

As the embodiment of a new generation of athletes: high performing, but also authentic, inspiring, and deeply rooted in their time, Carlos Alcaraz becomes the voice of Danone to convey strong and simple messages.

As a global ambassador, Carlos Alcaraz will be featured across Danone brands and categories through impactful international campaigns. His efforts will concentrate on two of the company's key areas: protein-rich dairy products and healthy hydration.



To celebrate this collaboration, Danone revealed an exclusive video featuring Carlos Alcaraz in a poetic nod to the company's visual icon: "the child with the star". The young Murcian, in reference to his hometown, appears as an athlete from another world, landing to embark on a shared journey with Danone, focused on future generations.

In addition, as part of the partnership, Danone will support the Carlos Alcaraz Foundation. His foundation's mission, to promote the importance of sports and both physical and mental health among new generations, aligns closely with Danone's commitment to inspire younger generations and promote healthy eating and sporting practices.

*"This partnership is a continuation of Danone's long-standing commitment: putting health through food at the heart of everyday life. And because sports, nutrition, and hydration go hand-in-hand, we are thrilled to have Carlos by our side, who embodies this vision with authenticity and energy,"* said **Antoine de Saint-Affrique, CEO of Danone**.

*"I am proud to team up with Danone, a company I've known since my childhood. My fitness routine is based on healthy hydration and a balanced diet, and I want to pass this on to the younger generation,"* added **Carlos Alcaraz**.

By partnering with a world-class athlete who embodies the values of performance, well-being, and health, Danone once again demonstrates its commitment to making sport an integral part of its brand experiences, aiming to be ever more ambitious, more impactful, and more connected to consumers.

**Find the media kit by clicking [here](#)**

#### **About Danone ([www.danone.com](http://www.danone.com))**

Danone is a leading global food and beverage company operating in three health-focused, fast-growing and on-trend Categories: Essential Dairy & Plant-Based products, Waters and Specialized Nutrition. With a long-standing mission of bringing health through food to as many people as possible, Danone aims to inspire healthier and more sustainable eating and drinking practices while committing to achieve measurable nutritional, social, societal and environmental impact. Danone has defined its Renew strategy to restore growth, competitiveness, and value creation for the long-term. With over 90,000 employees, and products sold in over 120 markets, Danone generated €27.4 billion in sales in 2024. Danone's portfolio includes leading international brands (Actimel, Activia, Alpro, Aptamil, Danette, Danio, Danonino, evian, Nutricia, Nutrilon, Volvic, among others) as well as strong local and regional brands (including AQUA, blédina, Bonafont, Cow & Gate, Mizone, Oikos and Silk). Listed on Euronext Paris and present on the OTCQX platform via an ADR (American Depositary Receipt) program, Danone is a component stock of leading sustainability indexes including the ones managed by Moody's and Sustainalytics, as well as MSCI ESG Indexes, FTSE4Good Index Series, Bloomberg Gender Equality Index, and Access to Nutrition Index. Danone's ambition is to be B Corp™ certified at global level in 2025.

#### **About Carlos Alcaraz**

Tennis star Carlos Alcaraz has rapidly become one of the sport's most dominant and exciting players. Born in 2003 in Murcia, Spain he turned pro at just 15 years old and has since trained under former world No. 1 Juan Carlos Ferrero. Known for his electric speed, fearless shot-making, and mental toughness, Alcaraz broke onto the global stage with his first Grand Slam title at the 2022 US Open, becoming the youngest World #1 in ATP history. He has since captured titles at Wimbledon (2023, 2024) and the French Open (2024, 2025), boasting a flawless 5-0 record in Grand Slam finals. Alcaraz is also the youngest man to win a Grand Slam on all three surfaces and the first to defeat both Nadal and Djokovic at the same clay event, doing so in back-to-back matches in Madrid, 2022. With 21 ATP titles, he has already built a résumé rivaling those of the greats. Alcaraz is widely regarded as the future of men's tennis, forging a legacy uniquely his own.

Off the court, Alcaraz launched the Carlos Alcaraz Garfia Foundation which aims to improve the lives of children in need through initiatives supporting social inclusion, improved health, and raising awareness around the problems faced by the most vulnerable children.

For the latest information, follow @carlitosalcaraz on Instagram and find more information on his foundation at: [fundacionalcaraz.org](http://fundacionalcaraz.org).