

# 1 DINER FRANÇAIS

## 21 MARS



# 1000 CHEFS 1000 MENUS 5 CONTINENTS

rendez-vous sur [WWW.goodfrance.com](http://WWW.goodfrance.com)



Launch at the Quai d'Orsay – 28 January 2016

**PRESS KIT**

**#goodfrance**

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## EDITORIAL BY THE CHEF **ALAIN DUCASSE**



On 21 March, we will be wishing the whole world *bon appétit!* The fact that we are able, for the second year running, to organize the *Goût de France / Good France* event, is largely down to the effective commitment of the French ministry of Foreign affairs and international development.

But it is also down to the initiative getting through to the widest public, across borders and cultures. We called upon chefs around the world who see themselves as working in the French culinary tradition, and they have committed to this event.

We called upon all connoisseurs of great food – and they answered our call. Better still, this second edition of the event will count even more countries and participating restaurants.

That is the great success of this initiative, proving that French cuisine is borne by a powerful dynamic, because it speaks a language of generosity and humanism. The world needs this appetite for happiness.



## EDITORIAL BY **LAURENT FABIOUS**

MINISTER OF FOREIGN AFFAIRS AND INTERNATIONAL DEVELOPMENT



The *Goût de France / Good France* event unites chefs from all horizons and from around the world on the same evening, with one shared goal: celebrating the excellence and creativity of French gastronomy.

Following the great success of the first event last year, I decided to repeat the experience in 2016. It will contribute to France's outreach.

On 21 March 2016, more than 1,500 restaurants around the world will participate in the event. Our ambassadors, who were mobilized last year too, will once again host *Goût de France* dinners.

This time, regional Prefects have also been asked to take part in the adventure. We also want to promote French chefs working in our regions – particularly rising young stars – and showcase our regional culinary traditions.

Gastronomy is part of France's heritage and our identity, as was demonstrated by UNESCO in 2010 when it incorporated the "gastronomic meal of the French" into the intangible cultural heritage of humanity. Gastronomy contributes significantly to our country's image abroad and to our attractiveness, with almost a third of foreign tourist visitors saying that our food and wine was what most drew them to us.

Our gastronomy is a pillar of our heritage and a remarkable ambassador for France, and should therefore be defended, supported and promoted. I have decided that the Quai d'Orsay should play a full role in that task, as France's influence works on many levels. Our diplomacy is comprehensive and must work across the board.

With this second *Goût de France* event, we invite the world to savour the taste of France.

See you on 21 March!





## PRESS RELEASE

Goût de / Good France  
21 March 2016

**1,500 chefs, 1,500 menus, 150 embassies on 5 continents...  
1 dinner to celebrate French cuisine worldwide**  
[www.goodfrance.com](http://www.goodfrance.com)

Following the success of the first **Goût de France / Good France** event, it will be held again on **21 March 2016**, with a view to making it an annual spring event.

**Goût de France / Good France**, organized on the initiative of Alain Ducasse and the French ministry of Foreign affairs and international development, showcases the French way of life, regional products, and France as a tourist destination. Now more than ever, gastronomy is a key part of France's appeal to tourists.



Inspired by Auguste Escoffier, who launched the “*Dîners d'Épique*” (Epicurean Dinners) initiative in 1912 (the same menu, on the same day, in several world cities, for as many guests as possible), **Goût de France / Good France** recreates this wonderful idea by involving **restaurants around the world**.

**Over 1,500 chefs worldwide** will once again pay tribute to the excellence of French cuisine and its emphasis on sharing, by preparing a special menu of **recipes inspired by French expertise**. Participating restaurants are invited to design their menu based on the following sequence: **aperitif and canapés, starter, main course(s), cheese, dessert(s), French wines and champagnes**.

Each recipe will be based on cuisine that uses less fat, sugar and salt and shows concern for “good food” and the environment. The price is at the restaurant's discretion and each participant will commit to donating 5% of the proceeds to a local NGO promoting health and the environment.

In addition to the participating restaurants, French embassies will also be taking part in the event, organizing dinners in the residences of Ambassadors.

**From 28 January 2016, all participating restaurants are presented on the [www.goodfrance.com](http://www.goodfrance.com) website.** All around the world, anyone can find participating restaurants in their city or country. Many chefs have already posted their menu on the Good France website, to enable everyone to imagine the dinner they will savour on 21 March. **All that is left to do now is to contact the restaurant of your choosing to book a table. Given the number of restaurants that still hope to take part, registration will remain open until 22 February, and the committee of chefs will decide on this additional list.**

**Join us on 21 March 2016\* in one of the 1,500 participating restaurants to sample the menus put together by the chefs and witness their expertise and creativity.**

\*For restaurants that are closed on Monday, 21 March 2016, the event will take place on Tuesday, 22 March 2016.



## AN INTERNATIONAL COMMITTEE OF CHEFS

Eateries around the world have been encouraged to apply on the [www.goodfrance.com](http://www.goodfrance.com) website, proposing a menu that showcases France's culinary traditions. An international selection committee of chefs then approved the list of participating chefs.

The chefs on the committee assessed the coherence and quality of the menus proposed by the restaurants that have signed up in their respective geographic areas. Chaired by Alain Ducasse, it includes **some 15 chefs from around the world**, including Paul Bocuse, Guy Savoy, Joël Robuchon, Thierry Marx, Stéphanie Le Quellec, Michel Roth (Bayview/Switzerland), Genaro Esposito (Tore de Saracino/Italy), Claude Troisgros (Olympe/Brazil), Kiyomi Mikuni (Mikuni/Japan), Mohamed Zai (Kenzi/Morocco), Raymond Blanc (Great Milton/United Kingdom).

## GOÛT DE FRANCE / GOOD FRANCE: A TASTE OF FRANCE

French tourism is a "national treasure": it represents 7.5% of GDP and some two million jobs that cannot be relocated. 83.8 million tourists visited France in 2015.

Today, French food is one of the main reasons that tourists give for choosing France as a destination (one third of all trips) and it plays a large part in France's cultural influence worldwide.

*Goût de France / Good France* will once again serve as an excellent tool to promote France as a tourist destination and will help generate the momentum that French tourism deserves.



## GOÛT DE FRANCE / GOOD FRANCE: AN INVITATION TO EXPLORE OUR REGIONS

The event will showcase places that have signed "French destination contracts", which promote urban, rural, coastal and mountainous areas, with a focus on natural, artistic or architectural heritage, sporting activities or well-being.

20 destination contracts were signed at the French Foreign Ministry between December 2014 and June 2015: *around the Louvre-Lens, outdoor activities in Auvergne, golf in Biarritz, Bordeaux, Burgundy, Brittany, Corsica, Dordogne, Guiana, the Vosges Mountains, Mont-Saint-Michel and its bay, Lyon as a city of gastronomy, the Jura Mountains, Normandy – Île-de-France as an "Impressionist destination", Paris ("the city expanded"), Provence, the Pyrenees, Val de Loire, Champagne, a journey through the Alps.*





## PARTICIPATING RESTAURANTS DIVERSITY

1,500 restaurants have been selected by the committee of chefs, including bistros, brasseries, and restaurants serving contemporary or haute cuisine. All the chefs, proud to be taking part in this event, will share their expertise and creativity as widely as possible through dinners designed with conviviality in mind.

**In France**, the country's full regional and culinary diversity is represented:

In Auvergne-Rhône Alpes, Julien Allano (Le Clair de la Plume)

In Provence-Alpes-Côte-d'Azur, Gérald Passédat (Le Petit Nice), Mauro Colagreco (Mirazur)

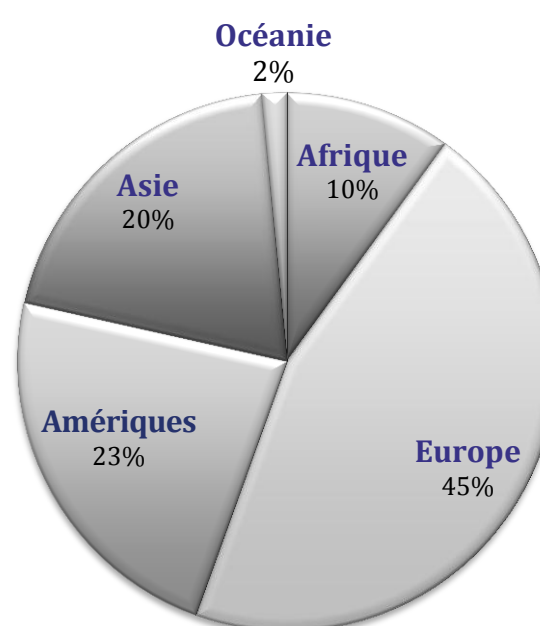
In Midi-Pyrénées, Pierre Lambinon (Le Py'R)

In Normandie, Olivier Da Silva (L'Odas) and Jean-Luc Tartarin.

In Paris, Akrame Benallal (Restaurant Akrame), Frédéric Vardon (39V), Jean-Louis Nomicos (Les Tablettes), Mathieu Sagardoytho (L'Agapé) and Pierre Sang (Pierre Sang in Oberkampf)



### 1500 RESTAURANTS AROUND THE WORLD



**Around the world**, some emblematic chefs:

Gaston Acurio Jaramillo (Lima/Peru), Marco Sacco (Verbania/Italy), Raymond Blanc (Great Milton/United Kingdom), etc.

French embassies will also be organizing dinners, inviting French chefs to come and showcase their cuisine.

### GOÛT DE FRANCE / GOOD FRANCE - KEY FIGURES FROM THE FIRST EVENT

**Over 100,000 guests enjoyed a French dinner in over 1,300 restaurants (85% abroad) and 150 embassies around the world.**

French embassies abroad hosted some **5,000 guests** in their residences throughout the world.

In total, **1,500 Goût de France / Good France meals** were served that evening, highlighting the chefs' creativity and the pleasure of sharing French food all around the world.

The world press covered the first event through **more than 5,000 articles in 150 countries**, partnerships with RFI and France Médias Monde, and a JCDecaux advertising campaign displayed in Paris, 26 other French cities (Nice, Metz, Nantes, Toulouse, etc.), and the Paris-Charles-de-Gaulle, New York JFK and Shanghai Pudong airports.



## A SELECTION OF MENUS

### IN BRAZIL

#### OLYMPE

Rua Custodio Serrão 62– Rio de Janeiro – Brazil

**Chef: Claude Troisgros**

##### Starter

Terrine of foie gras

##### Main course

Salmon escalope with sorrel  
Steak with Fleurie Beaujolais and beef marrow

##### Cheese

Saint-Marcelin

##### Dessert

Range of desserts  
Raspberry millefeuille

Menu price: €90 (360 BRL)



### IN SOUTH KOREA

#### LE COCHON

11-5 samchung-dong jongro-gu – 03049 Seoul – Korea

**Chef: Sangwon Jeong**

##### Starter

Vegetable potage with gardenia fruit

##### Main course

Marseille-style scallop  
Roast pork with creamy apple sauce

##### Cheese

Époisses cheese spice cake

##### Dessert

Sikhye (sweet fermented rice beverage) sorbet  
Roast aubergine and apple crumble

Menu price: €34.80 (42,000 KRW)

### IN JAPAN

#### MIKUNI

1-18 wakaba shinjuku-ku - 160-0011 Tokyo – Japan

**Chef: Kiyomi Mikuni**

##### Starter

Brittany lobster in golden umami jelly  
Pan-seared foie gras, yuzu-miso, soy dressing

##### Main course

Poached bass with a black unami and nori consommé  
Honey-roasted Challans duck, wasabi sauce

##### Cheese

Roquefort (Carles)  
Comté (R. Jacquemin)  
Brie de Meaux (Nugier)

##### Dessert

Glossy dark chocolate dome, vanilla ice cream

Menu price: €155 (20000 JPY)



### IN POLAND

#### Sfera by Sebastian Krauzowicz

Bulwar filadelfijski 11 - 87-100 Torun - Poland

**Chef: Sebastian Krauzowicz**

##### Starter

Burbot and scallops  
Champagne/passion fruit/green pepper/oil

##### Main course

Pigeon with chestnuts, beetroot and apple pie  
Cod / cress / chicory / truffle

##### Cheese

Munster / fig / honey / Calvados

##### Dessert

Melting chocolate cake / vanilla / raspberry

Red wine





## IN GERMANY

### *Reindls Partenkirchner Hof*

Bahnhofstrasse 17 – 82467 Garmisch-Partenkirchen – Germany

**Chef: Marianne Holzinger**

#### **Starter**

Rabbit *galantine* terrine / smoked eel / crème brûlée

#### **Main course**

Bouillabaisse with *rouille* sauce  
Venison with red wine vinegar sauce,  
caramelized apples, and celery millefeuille

#### **Cheese**

Trappe Échourgnac matured in walnut liqueur,  
Fourme d'Ambert blue, fruit jams

#### **Dessert**

Flambéed "Rothschild" crêpes

Menu price: €65



## IN FRANCE

### *L'ODAS*

Passage Maurice Lenfant – 76000 Rouen – France

**Chef : Olivier Da Silva**

#### **Appetizer**

Crab-filled pasta with shell-broth sauce

#### **Starter**

Pan-fried foie gras, whelk salad with preserved lemon

#### **Main course**

Slow-cooked Normandy cod, citrus and shellfish  
with browned butter  
Twice-cooked pigeon, French-style petits pois,  
reduced sauce

#### **Cheese**

Selection of Normandy cheeses and cider by  
Jean-Roger Groult

#### **Dessert**

Baked Alaska-style apple

Menu price: €65

## IN FRANCE

### *ALLARD*

41 rue Saint André des Arts – 75006 Paris – France

**Chef: Laetitia Rouabah**

#### **Apéritif and canapés**

Pâté in pastry and spelt *gougères*

#### **Starter**

Green Provence asparagus in vinaigrette, soft-boiled egg

#### **Main course**

Challans duck à l'orange

#### **Cheese**

Charolais cheese, young shoots

#### **Dessert**

Tarte Tatin, crème fraîche

Menu price: €70



## IN RUSSIA

### *Restaurant Brasserie Nord 55*

10 Tverskoy blvd - 125009 Moscow – Russia

**Chef: Michel Lombardi**

#### **Starter**

Cheese in a mesh cooked with burrata and  
prawn-stuffed pasta with sweet petits pois

#### **Main course**

Lamb with a sesame crust, herb sauce and  
spring root vegetables  
Escalope of rainbow trout with nettle

#### **Cheese**

House selection of fresh cheeses

#### **Dessert**

Crème brûlée with passion fruit and dragon fruit  
coulis

For a full list of participating chefs and their menus, see the website [www.goodfrance.com](http://www.goodfrance.com).  
Contact the restaurant of your choosing directly to book a table.





## EDITORIAL BY **PHILIPPE FAURE** BOARD OF DIRECTORS OF ATOUT FRANCE



In this second edition of the *Goût de France / Good France* event, with a French meal being held on the same evening – 21 March 2016 – across the whole world, France's gastronomy will be showcased in hundreds of bistros and great restaurants around the world.

Gastronomy is now the daughter of globalization. New culinary cultures are emerging everywhere, interconnecting and renewing traditions. India, Brazil, Japan, China, the United States, Mexico and Europe are at the avant-garde. Gastronomy is not the preserve of any particular civilization. It exports well, and that is a wonderful thing.

Gastronomy is no longer, any more, a matter for experts, and new technologies are helping to amplify this culinary democratization.

In this international concert, France has a voice and can celebrate the universal values of sharing and conviviality which are central to gastronomy and also to a certain way of life, the great value and flavour of which were highlighted in recent events. UNESCO made no mistake in 2010 when it added the French gastronomic meal to the intangible cultural heritage of humanity.

At the helm of Atout France, I will never cease to celebrate gastronomy and its values and to promote our tables, our products and our regions.



## GASTRONOMY AND TOURISM

### INITIATIVES OF THE FRENCH MINISTRY OF FOREIGN AFFAIRS AND INTERNATIONAL DEVELOPMENT

As part of its global action, the French ministry of Foreign affairs and international development has made tourism a priority. Gastronomy is a significant aspect of foreign trade and French tourism, as well as a considerable asset in terms of France's attractiveness: one third of foreign tourists mention food and wine as reasons for choosing to visit France. It is a central element of French culture and heritage, as recognized by UNESCO, and also contributes to France's influence, through its wealth and diversity.

As part of its efforts to promote tourism in France, the Ministry is taking action to showcase gastronomy, oenology, and the excellence, innovation and diversity of French cuisine. The *Goût de France / Good France* event, which will promote a dynamic, open and innovative form of French cuisine throughout the world on 21 March, is accompanied by many other measures to support gastronomy:

#### WINE TOURISM

The wine tourism dimension of Atout France is responsible for implementing the proposals drawn up by the tourism unit of the French ministry of Foreign affairs and international development in the framework of the wine tourism excellence hub. This close cooperation between professionals helps identify new synergies in order to help receive a great number of tourists who want to discover our vineyards. A web portal for the main tourist destinations and vineyards will be launched at the Quai d'Orsay next month.



#### HOSTING OF GASTRONOMIC EVENTS TO HIGHLIGHT FRANCE'S CULINARY HERITAGE

At the instigation of Laurent Fabius, the Quai d'Orsay has hosted a number of events emphasizing the quality of France's local produce and the expertise of France's gastronomy professionals. The "Foie gras around the world" lunch that appointed foie gras ambassadors was thus held at the Ministry, as was the launch of Gault et Millau's *Métier de bouche* application, the great chefs' dinner in honour of the winner of the Bocuse d'Or, and the exceptional dinner concocted by 27 great French chefs for the Ambassadors' Week.

#### GASTRONOMY WEEK IN ISRAEL AND CHICAGO

In parallel to the *Goût de France / Good France* event, French gastronomy weeks are organized internationally through our diplomatic network. The "À la carte Chicago" and "So French, so food" (Israel) weeks thus help showcase the excellence of our gastronomy and the talent of our chefs and producers around the world.

#### LA LISTE

On 17 December last year, the new ranking of the 1,000 best world restaurants, La Liste, was unveiled at the Quai d'Orsay, at the invitation of Laurent Fabius. This new ranking, which commended more than 100 French restaurants, confirmed once more the key role of France and Paris in the world of gastronomy.

#### ÉCOLE FERRIÈRES

On 3 November last year, Matthias Fekl inaugurated the École Ferrières hospitality school in Ferrières-en-Brie (Seine-et-Marne Department). This internationally focused school, which received its first students in 2015, aims to become one of the leading schools in the fields of gastronomy, hospitality and luxury. This centre for French excellence will strengthen training in the tourism sector and France's renowned expertise worldwide.

#### RECEPTION FOR FRANCE'S BEST CHEESEMONGERS

Seeking to showcase the excellence of French artisans, Minister Laurent Fabius held a reception for the laureates of the *Meilleurs ouvriers fromagers de France* (Best French cheesemongers) award, meeting around Ludovic Bisot, one of the winners in 2015. They highlighted the dairy trades, which are genuine emblems of French gastronomy.

#### MICHELIN STARS

For the first time, Laurent Fabius hosted the presentation of the latest Michelin Guide at the Quai d'Orsay on Monday, 2 February. On that occasion, he emphasized that "gastronomy is an extraordinary ambassador, and in this field, the Michelin Guide is a global benchmark. [...] I will go even further: France's gastronomy is France."







## PARTNERS



**Atout France**, France's national tourism development agency, is an economic interest grouping responsible for strengthening France's position as an international tourist destination.

It operates as a partnership, providing a shared structure for its partners (1,200 private companies, local authorities and associations) around a common vision for French tourism.

Atout France has a deep understanding of tourism markets, enabling it to define a strategy promoting France to visitors. It provides expertise to help its partners increase their competitiveness and supports them in their international marketing and promotion activities. Lastly, the Agency is responsible for efforts to improve the quality of services offered to visitors.

Atout France works, with a network of 32 offices across 27 countries.



The **Collège Culinaire de France**, founded by 15 internationally renowned French chefs, aims to promote the quality of the restaurant industry and actively contribute to the global influence of French cuisine. The mission of the association is to represent, promote and transmit the identity of French cuisine, as well as its diversity, traditions and capacity for innovation. The ambition of the *Collège Culinaire de France* is to affirm the dynamics, image and reality of gastronomy and contribute actively to its dynamism. In order to boost France's attractiveness abroad, the *Collège Culinaire de France* defends the restaurant trade on a daily basis and highlights the impact of high-quality restaurants from a social, economic, cultural, tourism and health perspective. For this reason, in 2013 the *Collège Culinaire de France* launched the "Restaurant de Qualité" label, which has now been awarded to over 1100 restaurants throughout France run by passionate entrepreneurs who share the values defended by the association. This launch was followed in January 2015 by that of the label "quality artisan producer", currently held by 250 producers and artisans as quality food requires quality ingredients.



**Aéroports de Paris** builds, develops and operates airports including Paris-Charles de Gaulle (the second-busiest airport in Europe), Paris-Orly and Paris-Le Bourget (Europe's premier business airport), as well as 34 airports abroad through its subsidiaries ADPM and TAV Airports. In 2015, Aéroports de Paris handled a record 95.4 million passengers at Paris-Charles de Gaulle and Paris-Orly.

After substantially increasing its handling capacities since 2006, and being listed on the stock exchange, the group – whose revenue stood at €2,754 million with a net income of €305 million in 2014 – aims to become a world leader in its fields and a benchmark in travel retail, airport real estate and engineering.

To fulfil this ambition and meet the challenges of competitiveness, attractiveness and growth, Aéroports de Paris intends to pursue its Connect 2020 strategic plan. Between 2016 and 2020, €4.6 billion will be invested to optimize certain infrastructure for airlines and to attract more international and connecting traffic, raise the passenger experience to the best standards by improving customer care, quality of service and the airport retail offering, create more value on real estate assets and develop the airport city that will bring activity and jobs to the surrounding areas.

Because our airports are the first point of entry into France and live long in the memory, we are constantly working to reinvent them so that they can be a modern, living showcase of all that is best about France and its capital. Aéroports de Paris is proud to support the positive values of excellence and sharing upheld by *Goût de France / Good France*.



All year round, **Air France** seeks to bring haute French gastronomy to life on board its aircraft. By showcasing French cuisine worldwide, Air France is the natural partner of the *Goût de France / Good France* event. Building on a unique heritage, Air France maintains culinary traditions that highlight excellence, pleasure and exclusivity. Air France is constantly enhancing its products and services, seeking new ways of looking after its customers and to enrich their dining experience. Menus signed by Michelin starred chefs, finest selection of wines and champagnes, bespoke table setting... each gourmet moment is created and served with passion for passengers to discover new flavours springing from deep within French know-how.



## PARTNERS



FRANCE  
MÉDIAS  
MONDE

*"Watch and listen to the world"*

**France Médias Monde**, the group in charge of French international broadcasting services, comprises the trilingual news TV channel FRANCE 24, the international radio station RFI, and the Arabic-language radio station Monte Carlo Doualiya. The three channels broadcast worldwide from Paris, in 15 languages. The group's journalists and its network of correspondents offer viewers and listeners comprehensive coverage of world events, with a focus on cultural diversity and contrasting viewpoints via news bulletins, reports, magazines and debates. These programmes, with tens of millions of listeners, viewers and internet users tuning in each week, fulfil a very real global desire to hear about France. France Médias Monde is also involved in partnerships, cooperation projects and initiatives to promote the French language, which help to showcase France, its culture and its leading players.



**JCDecaux** is the number 1 outdoor advertising company in the world, present in 3,700 cities with more than 10,000 inhabitants and more than 70 countries. It all started in 1964 with a simple idea: installing street furniture free of charge in cities in exchange for exclusive use of its advertising potential in choice locations.

As the only global pure player in the sector of outside advertising and developing all activities in that area, including street furniture, advertising in public transport and billboards, JCDecaux offers products considered to be a benchmark in terms of quality, aesthetics and functionality. The expertise of the personnel of JCDecaux and the quality of its services, which is recognized globally by cities, airport authorities, other transport bodies and advertisers, contribute to France's image abroad.

JCDecaux is proud to be involved in *Goût de France / Good France* and participate in the global renown of France's gastronomy, which is a national emblem.

## Mauviel 1830®

*Authentic French products, blending tradition and modernity*

**Mauviel 1830** is a key player on the market for high-quality cookware for professional chefs and household cooks. This family business founded in 1830 has been handed down through seven generations, allowing the excellence and expertise of the brand to be preserved. For 185 years, the Normandy-based company has been continually reinventing itself and owes its success as much to innovation as to respect for tradition. As a flagship cookware manufacturer, Mauviel 1830 strives to promote the French art of living worldwide. Thanks to its outstanding expertise, the factory in Villedieu-les-Poêles, near Mont Saint-Michel, has expanded internationally, conquering many customers throughout the world.



Martell Mumm Perrier-Jouët  
Pernod Ricard

Today, **Martell Mumm Perrier-Jouët** represents the Cognac and Champagne activities of the wines and spirits group Pernod Ricard. Each of the three houses, Martell, Mumm and Perrier-Jouët, founded respectively in 1715, 1827 and 1811, has an exceptional history and heritage. Thanks to their know-how and expertise, passed down from generation to generation, and their excellent craftspeople, they have become symbols of the French way of life, making their mark on the international stage from the outset. The partnership of these houses with the *Goût de France / Good France* event was a natural continuation of the initiatives already undertaken to magnify the typicality of their products and promote the French gastronomy and *art de vivre*.





## PARTNERS



The **Michelin Guide** is the global benchmark of food guides for members of the profession and the general public. For more than 100 years, the Michelin guide has selected the best restaurants around the world, tested by professional, anonymous and independent inspectors.

Today, the Michelin Guide, available in paper and electronic versions, enables every reader to find their ideal restaurant, whatever their budget or the style of cuisine they are looking for, while maintaining the same demanding quality standards. Through the awards it confers, including the famous stars, the Michelin guide highlights new eateries every year and introduces new culinary talents to the general public. Michelin is delighted to be a partner of the second *Goût de France / Good France* event, which will be an opportunity for French cuisine's excellence to be celebrated by everyone, all around the world.



# RENAULT

*France, central to Renault's appeal*

**Renault** has been a flagship of French industry for the past 116 years. As the historic birthplace of the company, France is Renault's principal labour employment area through its research, engineering and production sites. In order to ensure its international growth, Renault invests durably in competitive plants adapted to the markets where it operates. Renault, Dacia and Renault Samsung Motors: with complementary geographic positions and strategies, the Renault Group's three brands attract a growing number of customers worldwide.



*A key supplier for France's gastronomic excellence*

The Rungis International Market is a key player in the French agrifood sectors and the supplier of the key artisans of France's culinary excellence. It has a legitimate, renowned role in the world of gastronomy thanks to the diversity and quality of its products and the skill of its professionals.

It is situated 7 km from Paris, and in 45 years has become the leading wholesale market for fresh products worldwide. This unique location, offering products from around the world, owes its renown to the products of France's regions, whose quality supports France's gastronomic reputation. Rungis offers the widest range of Controlled Denomination of Origin, Protected Denomination of Origin, Protected Geographical Indication and *label rouge* products, not to mention the organic range which is growing fast. Moreover, as a "wholesaler for independent traders", Rungis also promotes the values of proximity and passing on, guaranteeing the survival of a dynamic local food retail sector in city centres – shops and markets – and contributing to the variety of distribution formats.



**Staub** was founded by Francis Staub in 1974 in Alsace, eastern France, which is renowned for its rich history and gastronomic tradition. Staub products cleverly combine traditional artisan work and modern technologies. Staub cooking pots are prized by leading chefs worldwide, offering an under-lid drop structure that ensures drops of condensation fall uniformly back onto the food. Meats stay tender, while vegetables are soft. Aromas and flavours are retained in their full intensity, and the nutritional value of food is preserved. Whatever you make with a Staub pot, you can be sure to savour your food while taking care of yourself!



## PARTNERS

### TV5MONDE

TV5MONDE, the world cultural channel in French, was launched in January 1984 and is one of the oldest global cable TV channels and one of the largest 24-hour global broadcasters.

There are 9 general channels tailored to each continent, as well as TV5 Québec Canada, broadcast from Montreal.

2 thematic channels: TiVi5 USA, a youth channel, and TV5MONDE Style, the “lifestyle” channel.

With a network of 11 channels reaching 291 million homes in more than 200 countries and territories, on all platforms and over-the-top media, and localized programming subtitled in 13 languages\*, TV5MONDE reaches the world’s business and cultural elite as well as the vast global community of Francophiles.

The various channels make it possible to adapt line-ups to time zones and localize rights and content in order to strengthen and tailor the programme listings on each channel. TV5MONDE offers a wide variety of exclusive subtitled films, world sports events, high-quality documentaries, children’s programmes, cooking and design shows, game shows and in-depth coverage of international news.

\*Arabic, Dutch, English, German, Japanese, Korean, Mandarin (traditional and simplified), Portuguese, Romanian, Russian, Spanish, Vietnamese and French.



Created by a pastry chef for pastry chefs, **Valrhona** is a French chocolate-maker that has supplied great chocolate to gastronomic professionals around the world since 1922. The best chefs and artisans trust Valrhona for its wide aromatic range which is constantly enriched with innovations. 30 years ago, Valrhona invented Guanaja 70%, the world’s bitterest chocolate. Since then, it has been a great embodiment of our expertise in assembling flavours. Every day, Guanaja continues to inspire creations limited only by imagination.





**#goodfrance**



## PRACTICAL INFORMATION

[www.goodfrance.com](http://www.goodfrance.com)



[https://twitter.com/good\\_france](https://twitter.com/good_france)



Username: Good\_France



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**#goodfrance**

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