



BRITTANY

PRESS PACK

2020

www.BRITTANYTOURISM.COM







EDITORIAL BRITTANY OFF THE BEATEN TRACKS

With a Celtic soul, natural, open to the ocean and to new worlds, this land of festivity, culture and connections proudly nurtures its endearing identity. Or should we say identities, because although it is one, it is multifaceted. Singular, with multiple faces. You can have fun on the water, enjoy walks, taste food specialties and make discoveries. This will be a journey you could not have imagined. Take a journey off the beaten tracks, away from conventional wisdom, a journey that belongs purely to you. Immerse yourself in Brittany. Come and sample the lifestyle in this generous land, safe in the knowledge that you'll be surprised. Enjoy every moment and every activity to the full. Set off for a journey into the unknown. Live and breathe Brittany, through its characterful towns with their prestigious castles, in the great outdoors, in a local brasserie, at the markets, on the water and shores, in an open-air exhibition, or in the middle of a maritime festival! Enjoy, appreciate, observe, be open to encounters, and take a jaunt to the simple life. Explore what you see in front of you. That's it, now you're a Breton too... Embrace everything Brittany has to offer, on the trails, on the beaches or in the streets.

CONTENTS

04 EXPERIENCE CULTURE & HERITAGE DIFFERENTLY

- 05 SPOTLIGHT ON THE FIL FESTIVAL 2020
- 06 STEP BACK IN TIME
- 07 ART REVEALS ITSELF IN EVERY FORM

08 BRETON CUISINE FOR GOURMET LOVERS

- 09 BETWEEN LAND AND SEA: BRETON MARKETS
- 10 ENCHANT YOUR TASTE BUDS:
BRETON SPECIALTIES
- 12 BRITTANY, A LAND OF CIDER AND BEERS

13 BRITTANY AT YOUR PACE, AT THE HEART OF NATURE

- 14 HAVE A BREAK ALONGSIDE THE CANALS
- 15 WALK, HIKE, CYCLE ON THE MOST BEAUTIFUL
PATHS

16 PLEASURE AND BENEFITS OF THE SEA

- 17 GIFTS FROM THE SEA: ALL ABOUT SEAWEEDS
- 18 A 180° SEAVIEW AT LEAST! UNIQUE EVENT AND
ACCOMMODATIONS
- 19 A LAND OF WATER SPORTS
- 20 EXPERIENCE GOURMET THALASSO
- 21 BRETON SOUVENIRS TO BRING BACK HOME

22 BRITTANY: HERE WE ARE

21 MAP



EXPERIENCE CULTURE & HERITAGE DIFFERENTLY

Brittany is diverse and rich in living traditions. The relationship between humans and nature is constantly being reinvented.

Touch, listen and watch. Take a risk. Take the risk of exploring this imaginary land of myths and legends, of strolling through the narrow streets of centuries-old towns, of enjoying the current artistic revival by discovering an exhibition or an event. You could even believe you're on Easter Island! Art is rooted in the landscapes, in the granite. In the chapels, it spans the centuries. It is in the open air... Have fun with it as you explore some exceptional places, fragments of hidden history. Discover new universes. Visit, build castles to be dreamed about and explored. But be warned, Brittany won't reveal its secrets too easily!



SPOTLIGHT ON THE “FIL” FESTIVAL 2020

THE 50TH ANNIVERSARY OF THE MOST CELTIC FESTIVAL



Every summer, over 750,000 people from every walk of life have been flocking to Lorient for its Festival Interceltique. From Galicia to Scotland, the cream of Celtic music comes together in Brittany in an atmosphere of joy and good humour.

With 200 shows and 4,500 artists, festival-goers can choose to follow the Grande Parade des Nations Celtes, experience the Nuit Interceltique at Stade du Moustoir or the shows at the fishing port. Every year, the people of Lorient dedicate themselves wholly to this highlight of Celtic culture, to the great delight of tourists.

2020 will have something particular to celebrate: its 50th anniversary. Still young at heart, for this anniversary edition the Festival Interceltique de Lorient highlights its birthplace and place of nurture: Brittany!

Intoxicated by the atmosphere, it's the ideal opportunity to explore the Pays de Lorient. Cross the bay in a river bus to Port Louis and the Citadelle de la Compagnie des Indes. Stroll around the little fishing port, among the 18th-century merchants' houses, before hopping back on the boat to Lorient La Base to tour the interior of the submarine base, the Flore submarine and bunker K3.

Then, it's time to set sail for Groix Island! After a 45-minute crossing and a landing rich in colours in Port-Tudy, the island reveals itself. Visit its 17 villages ideally by bike to discover 40 km of paths that pass through moors, hug the cliffs and beaches, and smell the ocean.

Do you like playing golf ? Let's try a delightfully attractive seaside course not far from Lorient. Ploemeur Océan is an absolute joy to play. Half the holes are more or less genuine links on proper sandy soil while the other half are inland and almost parkland in character. The combination of the two styles doubles the pleasure of this intriguing challenge.



For this stay, a good base is Manoir des Eperviers, in Quéven. Nestled in a wooded park, this charming property has five bedrooms and suites as well as a spa with heated indoor pool, sauna and steam room. Breakfast is home-made, with a variety of tasty products on offer each day: crêpes, rice pudding, crème aux oeufs, far, pana cotta, etc. In the evening, relax in the spa before cozying up to the fireplace with a pre-dinner drink. The owner, Véronique, will be delighted to advise you on where to dine.



FIND OUT MORE

www.festival-interceltique.bzh ● www.manoir-des-eperviers.com ● <https://ploemeur-ocean.bluegreen.com/fr>

STEP BACK IN TIME

BACK TO THE MIDDLE AGE

If tales from the Middle Ages are the stuff of your dreams, bring the family to visit six fortified stately homes and castles in Brittany where you can experience life in another era.



Leave the 21st century behind! Costumed tours, escape games and medieval markets are what you'll find at the châteaux of Bienassis, Fougères, Kerjean, Kergroadez, Suscinio and Le Rocher du Portail. In between treasure hunts and medieval games, the kids can pretend they're knights and princesses, following in the footsteps of the Breton Lords of long ago...

FIND OUT MORE
www.brittanytourism.com/matching-what-i-want/ideas/relive-the-days-of-knights-and-princesses-in-brittany/

BRITTANY'S SMALL TOWNS OF CHARACTER

Discover a maze of little back streets laid out in the Middle Ages.



Picturesque half-timbered houses built from granite, schist or clay... Gardens tucked away behind the shelter of a wall... Craft workshops and art studios... Breathe in the atmosphere of these places steeped in character. There's a surprise waiting around every corner.

FIND OUT MORE
www.brittanytourism.com/matching-what-i-want/culture-and-heritage/brittanys-small-towns-of-character/

ART REVEALS ITSELF IN EVERY FORM

7

THE KERGUEHENNEC ESTATE

Nature and contemporary culture thrive hand in hand

The Kerguéhennec estate is the jewel in the crown of the Bignan district, 30 km from Vannes. In its vast landscaped grounds you'll find an 18th century château and a sculpture park that's ranked as one of the best in Europe. You'll make some surprising discoveries as you stroll through the artwork and the trees, from the greenhouse to the stables and in the heart of the woods. It's like a witty treasure hunt that's fun for newcomers as well as experienced players.

+ FIND OUT MORE
www.kerguehennec.fr/



ART IN THE CHAPELS

Central Brittany is overflowing with art and culture too, including one cultural initiative that is of particular note.

Each summer, contemporary art takes possession of some twenty or so chapels dotted around the Blavet valley. These gems of Brittany's rich heritage, tucked well away in the midst of the Breton countryside, offer visual artists the opportunity to create some very original site-specific work to exhibit in these chapels, most of which date back to the 15th and 16th centuries. The perfect day out for anyone looking for something a bit different, taking for its theme the mystery of artistic creativity.

+ FIND OUT MORE
www.artchapelles.com/accueil_/466-0-0



THE VALLEY OF THE SAINTS

It is a historic and unique site, a land of legends, and the birthplace of incredible monumental sculptures all in one. A feudal moat, a 16th-century chapel and giant statues of Breton saints are found here in the undulating Póher landscape.

There are currently around 50 statues standing on the grass, representing the monks who came over from Ireland, Wales or Cornwall to bring Christianity to Brittany. Year by year, new creations are erected in the memory of these saints, each bearing the signature of a different sculptor. In 50 years' time there will be 1,000 of them. St Tugdual, St Hernin, St Gildas, St Brieuc and St Malo were the first of the stone saints to illustrate the legendary history of Brittany. Guides are on hand to tell you all about their mysteries.

+ FIND OUT MORE
www.lavalleedessaints.com/



BRETON CUISINE FOR GOURMET LOVERS

Fresh oysters, tender scallops, a crispy kouign-amann, a divine salted butter caramel crêpe, a bowl of sparkling cider, and there you have it: Brittany in your mouth!

Yes, but there is more. Take a sideways step: you cannot even begin to imagine the other tasty treats that are waiting for you. Did you know that there are lots of artisanal beers in Brittany? Find the one you prefer! Along your walks and discoveries, take a little trip to the market. Meet the producers, who only want one thing: to share with you their passion for eating well and for cooking with good products. On a yacht, set sail for a memorable moment of navigation and seafood tasting. Brittany is fruity, salty, creativity, sharing, quality and simplicity. You'll be surprised. Taste... succumb!



BETWEEN LAND AND SEA

BRETON MARKETS

ELEGANT OR RELAXED, BESIDE THE SEA OR IN THE HEART OF A HERITAGE SITE, DISCOVER THE PLEASURE OF STROLLING AROUND THE BRETON MARKETS. DISCOVER OUR FAVORITES!

THE FAMOUS MARCHÉ DES LICES

IN RENNES

ALL YEAR ROUND, SATURDAY MORNINGS

The Marché des Lices in Rennes is the second largest market in France and it's the beating heart of the city every Saturday morning.

There are two market halls for fresh produce and craft products, fruit and vegetables in front of the half-timbered houses, fishmongers stalls and a profusion of flowers outside the café terraces – what more could you want? People meet on the pavements, share a coffee or an aperitif, have something to eat and, most important of all, soak up the energy that spills out from the stalls of 300 producers and shopkeepers, all keen to start their weekend in the best possible way.

+ FIND OUT MORE
www.brittanytourism.com/matching-what-i-want/ideas/five-markets-in-brittany-to-stroll-around/



THE MARKET IN QUESTEMBERT'S 16TH-CENTURY HALLS

ALL YEAR ROUND, MONDAY MORNINGS THE "CONVIVI'HALLES", WEDNESDAYS FROM 17:00 IN SUMMER.

On Monday mornings, the superb 16th century market halls in Questembert, listed as an historic monument, return to their original purpose.

Located right in the centre of town, they were restored in 1997 and house the stalls of shopkeepers and local producers. To keep up tradition, a horse-drawn shuttle service takes you right into the centre of the market in summer. On Wednesday evenings, the halls play host to a local produce market that includes tastings of local products on large tables, with music playing in the background.

+ FIND OUT MORE
www.brittanytourism.com/matching-what-i-want/ideas/five-markets-in-brittany-to-stroll-around/



UNIQUE EXPERIENCE GOURMET TRIP IN THE BAY OF CANCALE

How about a moment to remember at Cancale?

On the programme: a boat trip around the bay aboard the Ausquémé, a traditional sailboat, to explore the hidden beauties of the bay. An unforgettable four hours at sea with tasty seafood to sample on board !

+ FIND OUT MORE
www.brittanytourism.com/plan-my-holiday/brittany-experiences/gourmet-trip-in-the-bay-of-cancale/

10 ENCHANT YOUR TASTE BUDS BRETON SPECIALTIES

SALTED BUTTER



Butter is the ultimate Breton product and there are very few dishes that don't involve butter.

It improves the aromas and flavours of food without changing their character and it adds smoothness to dishes, making them more pleasing to the palate.

DRY OR BRUT ?



A cider can be judged in terms of three qualities: its acidity, tannins and sugar level (the higher the sugar level, the lower the alcohol level).

Sweet cider (less than 3% vol.) which goes with pancakes or desserts develops a very fruity flavour. Semi-dry cider is 3-5% vol. while dry or brut cider (4% or higher) is slightly more bitter and more sparkling. It usually accompanies galettes (buckwheat pancakes).

KING SCALLOPS

Very light, full of flavour and a rich source of omega 3 and minerals, king scallops (or 'Coquilles Saint-Jacques' - not to be confused with the smaller queen scallops) have a subtle flavour and an incomparable taste.



How are they prepared? As a carpaccio, baked in an earthenware dish or simply grilled as a snack: king scallops can be eaten raw or cooked. The smokehouse, the Fumoir de Saint-Cast, serves scallops lightly smoked. They're delicious!

KOUIGN-AMANN

This cake was invented in Douarnenez around 1865 and will melt the heart of every gourmand.



The ingredients are simple, but making it requires skill: they say anyone can try but few really get it right. It is made from a bread mixture with added sugar and salted farm butter, repeatedly folded in much the same way as puff pastry. The quality of the salted butter and the resting time of the mixture are key factors in making a successful Kouign-amann.



FIND OUT MORE ABOUT BRETON SPECIALTIES
www.brittanytourism.com/matching-what-i-want/food-drink/brittany-specialties/

5 BRITTANY, A LAND OF CIDER AND BEERS!

WHERE'S A GOOD PLACE TO ENJOY A BEER "MADE IN BREIZH"? SERVED AT BETWEEN 6°C AND 12°C, AND IN THE RIGHT GLASS TOO, OF COURSE! PALE, DARK OR RED: THERE IS DEFINITELY A BRETON BEER THAT YOU'LL LIKE. TASTE THEM WHERE THEY ARE BREWED, OR AT A BAR, AND ALWAYS IN A CHEERY ATMOSPHERE.

1



BRASSERIE AWEN IN A BREW PUB WITH A VIEW OF THE VATS, IN VANNES

In Vannes, the Awen brewery has developed a well "inspired" concept based on the Celtic tradition of its name. This is a real pub, with fish and chips and live sports broadcasts, in the middle of an artisanal microbrewery. In other words, you can taste the brewery's two constant beers - pale and amber - plus a seasonal beer, and watch how they are made at the same time. In the restaurant, a picture window opens onto the brewing unit, the fermentation tanks and the storage tanks. After ordering your beer at the bar, you can also enjoy it on the rooftop, with a view of the Gulf of Morbihan. Starting in the autumn, a museum space will reveal all the secrets!

✚ www.brasserie-awen.bzh/

2

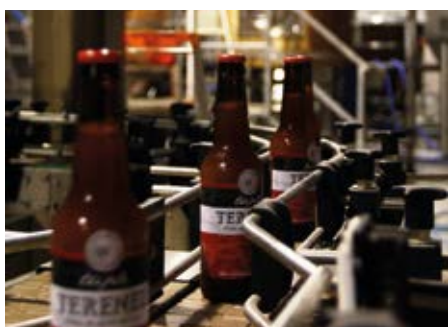


LA BALEINE DÉSHYDRATÉE A TAVERN 2.0 IN QUIMPER

A real, modern-day tavern. At La Baleine Déshydratée, in the Locmaria district in Quimper, you don't need change, just a pre-paid card that you can connect to the beer tap yourself. Among the 400 beers to choose from, there are 40 somewhat bold home-made recipes. Such as the peach-thyme "Session", the raspberry-peach-chilli "Berliner Weiss", the mango-pepper-vanilla "Saison", and others. They are made in front of you, in the integrated microbrewery. Looking for a good idea? The beers are dispensed by the centilitre, making the system ideal for just quenching your thirst or for testing several beers without excess. La Baleine Déshydratée is also in Saint-Nazaire.

✚ www.facebook.com/labaleine.QP/

3



BRASSERIE DU BOUT DU MONDE UNDERGROUND, OPPOSITE THE BAY OF BREST

Quality beer on an exceptional brewing site. Térénez beers are made in a former military tunnel on the edge of the Aulne maritime commune. They are pale, dark, wheat and triple-brewed beers, which have received many prizes in France and abroad. Judge for yourself in the brewery's tasting area. You can even taste the limited edition of the moment: honey beer, Christmas beer, etc. In season, the "Brasserie du bout du monde" also opens its production workshop for tours. What else? You can get there by sea, on board the Brestoâ or the Loch Monna from Brest.

✚ www.terenez.bzh

4



BRASSERIE COREFF THE PIONEER OF BRETON BEERS, IN CARHAIX

This is the father of Breton beers. Although the Coreff (barley beer in Breton) is served in nearly every bistro in the region, it's also nice to drink the beer where it is made. Created in 1985 in Morlaix, this artisanal microbrewery is now located in Carhaix. Push open the door of the Ambasad, the museum space, and follow the guide to absorb the Coreff spirit, the know-how, the attachment to Brittany and to its culture. You'll learn it all: from the farmlands to the beer barrels, the alchemy of brewing, supplying the Vieilles Charrues festival by tractor, etc. After the tour, don't forget to pass by the bar!

✚ www.brasserie-coreff.com

5



EN BIÈRES INCONNUES "DO IT YOURSELF" IN BREST

How about brewing your own beer? According to the experts of En bières inconnues, in Brest, it's as easy as following a cooking recipe. Located in the Ateliers des Capucins, this new-style shop organises initiation workshops. You'll learn all there is to know about malting, filtration, fermentation, cold storage, etc. And after one month, you'll leave with your 18 litres of "do it yourself" beer. Don't forget to taste the company's creations too. Although their names evoke far-flung adventurers, they are made with local ingredients. Everything you need to brew beer can be found in Brittany!

✚ www.enbieresinconnues.fr



BRITTANY AT YOUR PACE

AT THE HEART OF NATURE

In Brittany, go blue. Go green. Take your time, breathe! Escape for a few hours or a whole day, walking across moors or coastal paths, or in the middle of a forest full of legends. Go this way, go that way, enjoy roaming across Brittany. There's no rush. On a bike, on protected paths, or on a barge or canoe on the canals, let yourself be free. Enjoy the pleasure of gliding through the water, of drifting through these peaceful places. In the evening, take advantage of our great venues to fully relax. In Brittany, nature comes in a cosy, stylish, sophisticated, bucolic or aquatic version, always authentic and bounteous. Make way for special moments of freedom and carbon-free happiness!



HIDDEN IN THE TREES UNUSUAL & CHIC

NATURE AND COMFORT: THERE'S NO NEED TO CHOOSE – YOU CAN HAVE BOTH. PERCHED ON STILTS, NESTLED IN A TREE, WITH A SPA, IN THE STYLE OF A LODGE OR A LOVE NEST... IN BRITTANY, WOODEN CABINS COME IN A LUXURY GRADE.

CHILDHOOD DREAMS AT THE 'CABIN AT THE END OF THE WORLD'

Relive your childhood in 3-star comfort.

At the "Cabane du bout du monde" ('Cabin at the end of the world') in Lam-paul-Plouarzel (Finistère), having fun is a way of life. You reach the cabin via a walkway or a climbing wall – your choice – and once inside you're surrounded by wood, including the furniture, the children's toys and the stove. It's all very warm and cosy. To get out, you simply take the wooden slide down to a delightful leafy garden!

 FIND OUT MORE
www.cabaneduboutdumonde.fr

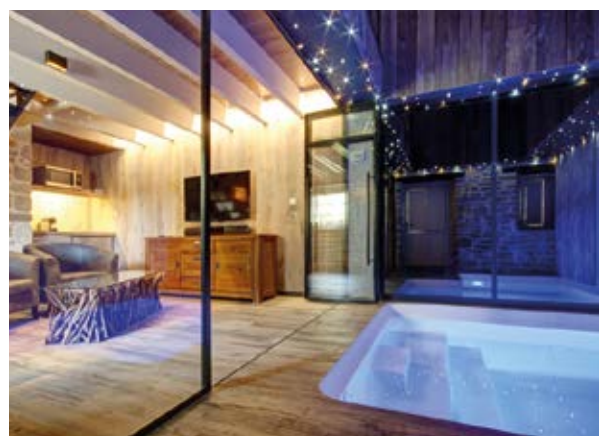


AMONG THE LEAVES IN THE VALLÉE DE PRATMEUR

The Vallée de Pratmeur estate in the Morbihan department features two fabulous 'cabin-spa-lodges'.

Perched five and eight metres above the ground, these cabins are laid out on two floors and feature large windows that light up the comfortable living room. This opens onto a large 25 sq. m. covered terrace with a spa-jacuzzi. The view of the leafy green valley is breathtaking. A staircase leads up to the bedroom, where you can sink into the sunbeds on a second balcony and enjoy the peace and quiet of the treetops.

 FIND OUT MORE
www.valleedepratmeur.com/



COSY COCOON ON STILTS IN THE WOODS OF DIHAN

"EN TY" means 'home' in the Breton language and the name definitely fits this very spacious, cosy cabin on stilts on the Dihan estate in Morbihan.

Every detail inside has been carefully thought out, with environmentally-friendly materials, decoration by Breton designers, and linen sheets for the queen-size bed that faces the wood-burning stove. The large, covered, south-facing terrace is the perfect place for romantic dinners. Down below, there's a fair chance you'll spot deer and horses.

 FIND OUT MORE
www.dihan-evasion.org

HAVE A BREAK ALONGSIDE THE CANALS

CAN YOU FEEL THE LITTLE THRILL OF FREEDOM AND EXCITEMENT WHEN YOU THINK ABOUT CASTING OFF? SLOWLY BUT SURELY... ON FOOT OR BIKE, TAKE YOUR TIME TO DISCOVER THE TOWPATHS ON THE NANTES-BREST, BLAVET OR RANCE CANALS.



LE JARDIN INTÉRIEUR IN SAINT-CONGARD RELAXING COCOON ON THE EDGE OF THE OUST

This is a large house with an apricot-coloured façade and blue shutters, attached to a barn with exposed stones, in the middle of Saint-Congard village, close to the Oust and the Petite Cité de Caractère® (charming town) of Malestroit.

As soon as you enter "Le Jardin intérieur" house, a feeling of well-being surrounds you. The slate blue colour and the natural maritime pine add to the warmth. Upstairs, two rooms provide 100% organic bedding, from the base to the pillowcase. On the ground floor, a large Scandinavian sofa beckons you to snuggle up close to the fireplace. Inside the barn there is a surprise! It houses a relaxing interior garden. You can also make use of your host's shiatsu talents to complete the feeling of calm!

+ FIND OUT MORE
www.jardin-interieur.bzh



LES JARDINS DE LA MATZ IN PLOUËR-SUR-RANCE A SIMPLE LIFESTYLE ON THE BANKS OF THE RANCE

You can opt for a garden room or a room on the Rance

In Plouër-sur-Rance, Les Jardins de la Matz proposes two bedrooms, one family suite and one apartment with either a view of the countryside or a view of the maritime river. Trinkets, books and other little details create the impression of being in a familiar holiday home. Above all, a return to a simple life is promoted here. During your stay, you can enjoy fruits and vegetables from the allotment, tended to by the owners, who are organic market gardeners, with permaculture methods. Your egg for breakfast comes straight from the hen! Looking for a good idea? Borrow a bike and ride into the wind along the Rance.

+ FIND OUT MORE
www.lesjardinsdelamatz.com/

ECO-HÔTEL SPA LA GRÉE DES LANDES YVES ROCHER PLANT SUITES IN LA GACILLY

The suites are called Chamomile, Cornflower and Calendula, after Yves Rocher's favourite flowers.

With schist stones, wooden weatherboarding and plant-covered roofs, the Plant Suites at the Eco-hôtel Spa La Grée des Landes blend discretely into the landscape. Nestled on the hillside, they are arranged around a lounge and a large room, with calming and discreet decoration. Settle on the terrace, under the wooden pergola, and enjoy a clear view of the lush Aff Valley. A well-being break at the heart of nature!

+ FIND OUT MORE
www.lagreedeslandes.com



WALK, HIKE, CYCLE...

ON THE MOST BEAUTIFUL PATHS

VALLEYS AND GROVES, FORESTS AND SWAMPS, CANALS AND BEAUTIFUL RIVERS... BRITTANY'S COUNTRYSIDE IS ABSOLUTELY CHARMING

GR® 34, THE CUSTOMS OFFICERS' PATH

This is the most famous of the Grande Randonnée long-distance footpaths! It's a route steeped in history, salt and sea spray. This is the preferred long-distance footpath of the French: welcome to the Customs Officers' path!

It snakes along the coastline of Brittany for over 2,000 km, from Mont-Saint-Michel to the bridge of Saint-Nazaire. Showing off its red and white markers, it offers anyone who walks it a large breath of fresh ocean air and stunning sea views. Select a section and let the charm behold you: you'll soon be ready for another little section...

+ FIND OUT MORE
www.brittanytourism.com/matching-what-i-want/nature-walks/



THE LOVELIEST CIRCUITS IN INLAND BRITTANY

In Brittany, the coastal paths create a wonderful playground for hikers, but for a change, why not discover inland Brittany?

To find greenery and unwind amidst the trees in the mysterious Brocéliande forest; to enjoy the peace and quiet of Monts d'Arrée; to discover the region's "Lake Maggiore"; to walk through the most beautiful nature parks and to discover one of the preferred villages of the French, we have selected five circuits for you that are really worth doing. This is where we are taking you.

+ FIND OUT MORE
www.brittanytourism.com/matching-what-i-want/nature-walks/



LA VÉLOMARITIME, FROM MONT SAINT-MICHEL TO ROSCOFF

Ride along the northern coast of Brittany for 430 km, between mythical towns and seaside resorts!

Part of the EuroVelo 4, the Mont Saint-Michel – Roscoff coastal route offers a taste of the sea between Saint-Malo, Dinard, Cap Fréhel, Saint-Brieuc bay, the Pink Granite Coast and the Bay of Morlaix.

+ FIND OUT MORE
www.lavelomarine.fr
www.brittanytourism.com/matching-what-i-want/travel-brittany-by-bike/long-cycling-routes-in-brittany/



PLEASURES AND BENEFITS OF THE SEA

The coastline of Brittany extends between the Channel and the Atlantic.

It is the longest coastline in France; a space of absolute freedom, where the view changes with the seasons and the tides. What about experiencing it differently? Discover it where you didn't expect it: in seaweed, with its generous benefits, used in food and cosmetics and an unbeatable well-being friend. On a surfboard or SUP, enjoying the pure pleasure of the moment in time, experiencing the intense sensations of water sports and discovering a unique environment at the same time. For that, off-peak is the ideal moment. Get close to the fragile and precious marine fauna, in its natural habitat. You'll be sure to experience a magical moment. And delight in the maritime festivals, the biggest of which, the Tonnerres de Brest, which takes place every four years. Stock up on sea air and exceptional moments facing the ocean. It's all good for your well-being.



GIFTS FROM THE SEA

ALL ABOUT SEAWEED



SEAWEED IN BRITTANY

You can't miss it when you're at the seaside, and we think we know about seaweed, but in fact it has many a secret to reveal. Seaweed does not have roots, but crampons, to attach onto rocks. It draws its benefits directly from sea water and is a concentrate of trace elements, iodine, vitamins and mineral salts. Used in farming since the 17th century, seaweed is now an ingredient making a name for itself in Breton cuisine. Out of the nearly 800 species of seaweed in Brittany, around ten edible species are authorised for sale.

WHERE ARE THEY PRODUCED?

Spread over the entire coast of Brittany, the large-scale production of seaweed is mainly concentrated in the Iroise Marine Park, as well as off Léon and the Pink Granite Coast. In the Southern Finistère, off the coast of Lesconil, Algolesko cultivates nearly 150 hectares in a Natura 2000 site. Brittany is considered the largest seaweed field in Europe and here in these protected zones it benefits from remarkable water quality which allows the seaweed to have the organic certification. Roscoff, "capital of seaweed", has set up an internationally-reputed research centre dedicated to these marine plants, the Roscoff Marine Station.

HOW IS SEAWEED FARMED?

Seaweed is collected by hand on the intertidal zone at low tide, preferably when it is still immersed in sea water. Laminaria, however, is collected by boat, known as the "goémoniers", which use worm screws fitted with a hook, also known as "scoubidou". Seaweed farming is now widespread enough to allow specific varieties to be grown. Once collected, the seaweed is washed to remove it of any residue of sand and seashells.

WHEN TO EAT IT?

Harvesting takes place mainly at high tide, when the intertidal zone is uncovered and makes it easier to access the seaweed on the seafront. Picking of kombu royal and wakame takes place at the end of winter. Nori, sea lettuce, dulse and sea spaghetti are collected in the spring. Harvesting stops du-

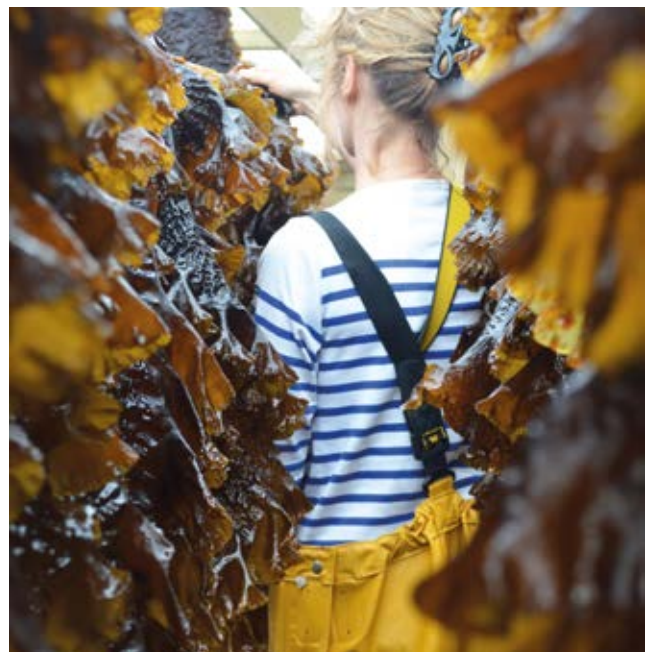
ring the summer, followed by nori, dulse and sea lettuce in autumn.

HOW TO EAT IT?

There are many ways to enjoy seaweed: cooked like a vegetable; in spreads and preserves to eat on toast as an appetizer; sprinkled in flakes over dishes; in artisanal preserves for a picnic! Ground seaweed can also replace salt. In a gelling agent like agar-agar, it replaces gelatine.

OTHER PRODUCTS BASED ON EDIBLE SEAWEED

As well as being used in many recipes, such as pasta, biscuits or cold meats, seaweed also enhances drinks. Seaweed tea by Tonnerre de Brest and Thalgo and Thalion infusions come in many unusual flavours. Beer lovers will also find something to please them with La Ouessane (wakame beer), La Grenouillette (dulse and kombu) and the organic amber beer Tonnerre de Brest



FIND OUT MORE

www.brittanytourism.com/matching-what-i-want/food-drink/fish-and-shellfish/

A 180° SEAVIEW AT LEAST!

UNIQUE EVENTS AND ACCOMMODATIONS



SAINTE-BARBE HOTEL & SPA LE CONQUET-MGALLERY

It looks like a glass and concrete vessel suspended above the ocean!

Perched on a rocky headland, Le Sainte-Barbe Hôtel & Spa Le Conquet - M Gallery, offers a breath-taking view of the Iroise Sea. In the distance, you can discern the coastline of the islands of Béniguet, Molène and Ouessant. Each of the 34 bedrooms, which feature a contemporary and minimalist décor, has a sea view. At night-time, the glow from the beacons acts like a night light. To truly relax, book a treatment in the marine spa and taste the sea-themed cuisine in the gastronomic restaurant. The sunsets from the rooftop terrace are exceptional!

PLUS D'INFORMATIONS
www.accorhotels.com/fr/hotel-B1K8-sainte-barbe-hotel-spa-le-conquet-mgallery/index.shtml



LE SÉMAPHORE DE LERVILY

Stay at the edge of the world in a former lighthouse keeper's house. Enjoy a unique experience, as if lost at the edge of the world, facing the ocean and the bay of Audierne.

In this wild backdrop in the midst of the moor, on a large Natura 2000 site, a semaphore dominates the coast. The renovated lighthouse keeper's house has four bedrooms and two bathrooms. The modern, refined and elegant decoration is charming; the amenities and materials are high-end, with oak floors, cement tiles, exposed stones, designer sofas, king-size beds, etc. The striking view of the ocean and nature are omnipresent. In the lounge, there are seven patio windows that open onto the ocean! A change of scenery is absolutely guaranteed. Tres-cadec beach with its white sand and sailing club are a five-minute walk away. And if you want a city escapade, Quimper is a 40-minute drive away.

PLUS D'INFORMATIONS
www.semaphoredelevilly.com/en/

BREST INTERNATIONAL MARITIME FESTIVAL 2020 & A NEW CENTRE OF EXCELLENCE

Make the most of your break in western Brittany with this truly amazing maritime world's event.

From 10 to 16 July 2020, Brest's harbour will be the setting of a display from another era. Each year, it promises a magnificent spectacle on both land and water.

Over seven kilometers, the quayside rolls out the red carpet to hundred-year-old sailing boats and other remarkable vessels originating from all corners of the world. Watch the races and admire the boats in action, climb aboard and even set sail on the sea... and don't miss the Grande Parade, an invincible armada, with around 20,000 sailors parading their uniforms to the tune of dozens of musical performances from Brest to Douarnenez. Savour a buzzing atmosphere with thousands of concerts, maritime scientist exhibitions, kids' entertainment, magical fireworks, and a number of Breton food stands with cooking shows.

In 2020, the town of Brest will be opening a new public space called "70.8" dedicated to discovering the oceans on the site of Ateliers des Capucins.

PLUS D'INFORMATIONS
<http://brest-evenements-nautiques.fr/brest-2020-2/>



5 A LAND OF WATER SPORTS

MORE EXCITING THAN A ROLLERCOASTER: BRITTANY IS YOUR PLAYGROUND! IF YOU WANT TO TRY SOMETHING NEW, IN COMPLETE SAFETY, SUCH AS GALLOPING IN THE SURF, DIVING INTO THE CLEAR WATERS, TAKING OFF, OR LAUNCHING INTO THE SEA, JUST LET YOURSELF GO! WHETHER IT'S HIGH SPEED THRILLS YOU'RE LOOKING FOR, GLIDING SMOOTHLY ALONG OR REACHING DIZZY HEIGHTS, WE CAN HELP YOU FIND THE BEST PLACES TO GO.

1



SURF

With its 2,700 km of coastline, Brittany offers a wide range of surf spots where you'll find great waves in all weathers. Especially the long, quite hollow left-hander near La Torche headland in South Finistère: THE Breton beach break. At the foot of Quiberon's Wild Coast, in the Morbihan department, the swell is often powerful, with good barrelling waves in winter for experienced surfers. In Santec, North Finistère, Dossen beach is a big favourite with windsurfers. Whether you're a fan of short boards, long boards, kitesurfing or paddle boarding... from north to south, there's something for every ability.

2



COASTEERING

Coasteering is a new outdoor activity to discover the Brittany coastline in an original way. It combines abseiling, climbing, swimming and leaping into the water. You'll need a neoprene wetsuit, helmet, harness and sports shoes. Remember to wear a swimsuit too, to enjoy a swim in secluded places. This activity takes place on the Crozon peninsula or on the Plouha cliffs, with certified instructors who also work to preserve the natural environment.

3



STAND UP PADDLE

How strange it feels, almost like walking on the water. From our paddle boards, we have a breathtaking view of the ocean floor. The water is clear and we can make out the ripples in the sand below – it's absolutely fantastic!

4



WATER WALKING A SEASIDE FITNESS ACTIVITY

With exercises that everyone can do, water walking allows you to enjoy the virtues of seawater in the open air. This activity takes place in the sea on the edge of the long sandy beaches, wearing a wetsuit and accompanied by an instructor. As you breathe in the sea air, you boost your endurance and strengthen your muscles gently, in a natural and energising setting that makes a change from everyday life.

5



DOLPHIN WATCHING

A peaceful village, a little beach bathed in turquoise waters and, in the distance, the unmistakable silhouette of Mont-Saint-Michel... It's at Port-Mer, in these magical surroundings, that Gaël from the Al-lark Association will be waiting to take you on a sea trip to meet the bottle-nosed dolphins. This is an experience you won't forget in a hurry.



FIND OUT MORE

www.brittanytourism.com/matching-what-i-want/beaches-and-seaside-activities

EXPERIENCE GOURMET THALASSO

IN BRITTANY, THALASSO AND GOOD FOOD GO WELL TOGETHER. NO MORE DREARY LOW-CALORIE DISHES OR FOOD RICH IN SATURATED FATS AND "EMPTY CALORIES". TODAY, PEOPLE TAKING TREATMENTS AT THERMAL SPAS CAN ALSO ENJOY HEALTHY, BALANCED AND TASTY FOOD. THERE IS SOMETHING FOR EVERYONE: LOVERS OF DELICIOUS FOOD, BISTRONOMY, LIGHT DISHES, AND ALSO GLUTEN-FREE OR VEGAN DISHES. ENJOY YOUR MEAL!



TONIGHT, WE'RE EATING AT FOUQUET'S IN LA BAULE!

If you like the luxury brasserie style and you are staying in La Baule, you'll definitely find this restaurant to your taste.

Fouquet's in Hotel Barrière Le Royal Thalasso & spa has the same codes and classics as the famous Parisian institution, such as beef fillet in Champs-Élysées black pepper sauce, but not only that. You'll also be tempted with a fine choice of fish, meats and desserts on the menu created with Pierre Gagnaire. A few wines have been selected by Manuel Peyrondet, who has the best sommelier of France and best craftsman of France qualifications. If you want to eat a balanced diet, you'll be delighted with the well-being dishes created by chef Mikaël Amisse and the establishment's nutritionists. The menu is different every day. It's just next to Benoît beach: perfect for stretching your legs after a hearty meal!



FIND OUT MORE

www.hotelsbarriere.com/fr/la-baule/le-royal.html



VAL-ANDRÉ SPA RESORT, A GOURMET EXPERIENCE

A little further south, in Saint-Brieuc bay, check out the S Restaurant, at Spa Marin du Val André Thalasso et resort.

The menu is succinct, but creative: you can choose from three starters, three fish dishes and three meat dishes, or you can choose a meal deal. Specialities of the sea are honoured in this restaurant with relaxing decoration, such as the famous Erquy scallop (in season), which is caught a few kilometres from here from November to April, or smoked fish (salmon, haddock, etc.) from the Saint-Cast smokehouse. In the evening, the chef prepares a discovery menu, consisting of three dishes using seasonal products. The Thalasso Resort marine spa is the place to enjoy some delicious relaxation, Breton-style. The 'Escale Breizh' treatment uses the iconic flavours of Brittany in a spa treatment: a buckwheat flour scrub followed by a body massage with salted butter caramel oil. Delicious! After your treatment, enjoy the fresh Breton air. From the cliff tops, from Erquy to Fréhel, the area around the capes offers superb views over the sea far below. It's impossible to resist a walk along the coast paths, which offer the breathtaking spectacle of raw natural beauty.



FIND OUT MORE

www.thalasso-resort-bretagne.com/fr/thalasso.html



5 BRETON SOUVENIRS TO BRING BACK HOME

LOOKING FOR GIFTS FROM BRITTANY THAT ARE PERFECT FOR FOODIES? SHOP FOR 100% BRETON PRODUCTS FROM OUR ARTISANS AND PRODUCERS BEFORE YOU PACK YOUR SUITCASE!

1



SAILOR SWEATERS AND TOPS

Traditional striped sailor sweaters and tops are a "must" in every Breton wardrobe. They've been reinvented as a new fashion accessory by several young Breton designers. The indispensable Armor Lux, which is always on trend, has been joined by some new kids on the block who care about those important little details.

- + www.owenpoho.com
- + www.maisonbalancines.com
- + www.armorlux.com/fr
- + www.dalmardmarine.com/

2



ACCESSORIES FROM BOAT SAILS

In Brittany, boat sails are getting a new lease of life thanks to some creative brands. Sails are transformed into bags, curtains, sofas, clothing...all hand-sewn in craft workshops. Each one is unique and has been on a voyage from sail to style! Focus on 727 Sailbags: with top of the range quality, the products are made in the wide variety of shapes and materials offered by genoa, mainsail, gennaker or spinnaker sailcloth. Entirely hand sewn, each 727 Sailbags creation is unique, as evidenced by the authentication label: what type of sail, in which oceans? 727 Sailbags traces the maritime history of each item, combining authenticity and the latest trends.

- + www.727sailbags.com

3



FLEUR DE SEL FROM BRITTANY

Fleur de sel, which the French also call 'salt foam' or 'nectar from the marshes', is a natural condiment produced by craftsmen. This 'white gold' is harvested in summer from the surface of the water in the Guérande salt marshes. Rich in trace elements and magnesium, fleur de sel takes the form of pink or sparkling white crystals. It is mainly used as a table salt, rather than in cooking, for sprinkling on a dish to bring out its aromas and flavours. Fleur de sel from Guérande, which is highly prized by chefs and gourmets, has Protected Geographical Indicator (IPG) status.

- + www.terredesel.com/fr/

4



SALTED BUTTER CARAMEL

There's no doubt about it, everybody loves this sweet treat from Brittany! In crêpes, on crusty bread or as an ice-cream topping, salted butter caramel melts all gourmet hearts. Made with butter and a pinch of salt, this recipe is found under many names. To discover how it's made, near Lorient, step inside The World of Carabreizh: a colourful and fun attraction, where children will enjoy learning how to use caramel in all kinds of recipes.

- + www.carabreizh.bzh
- + www.chocolatleroux.com

5

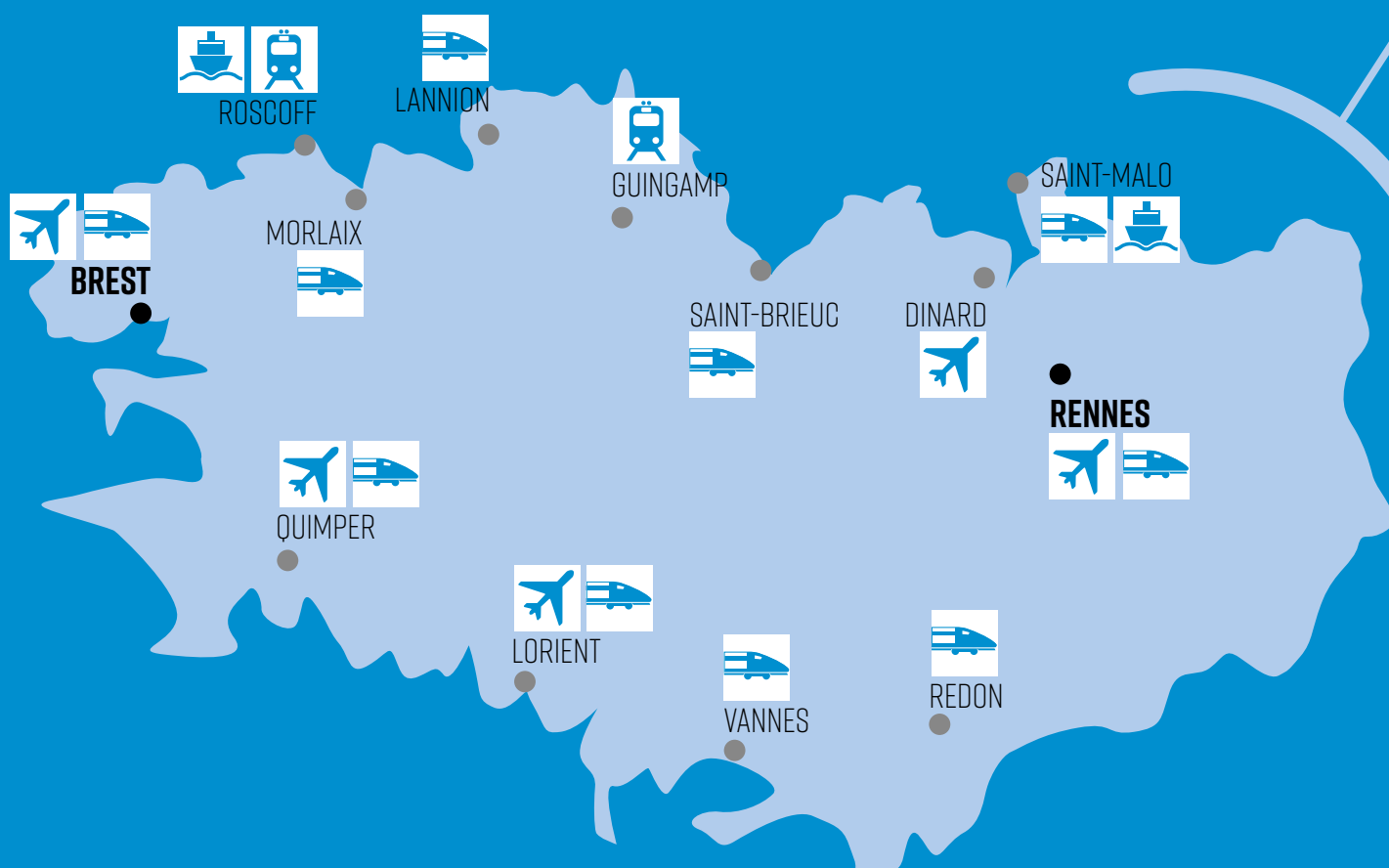


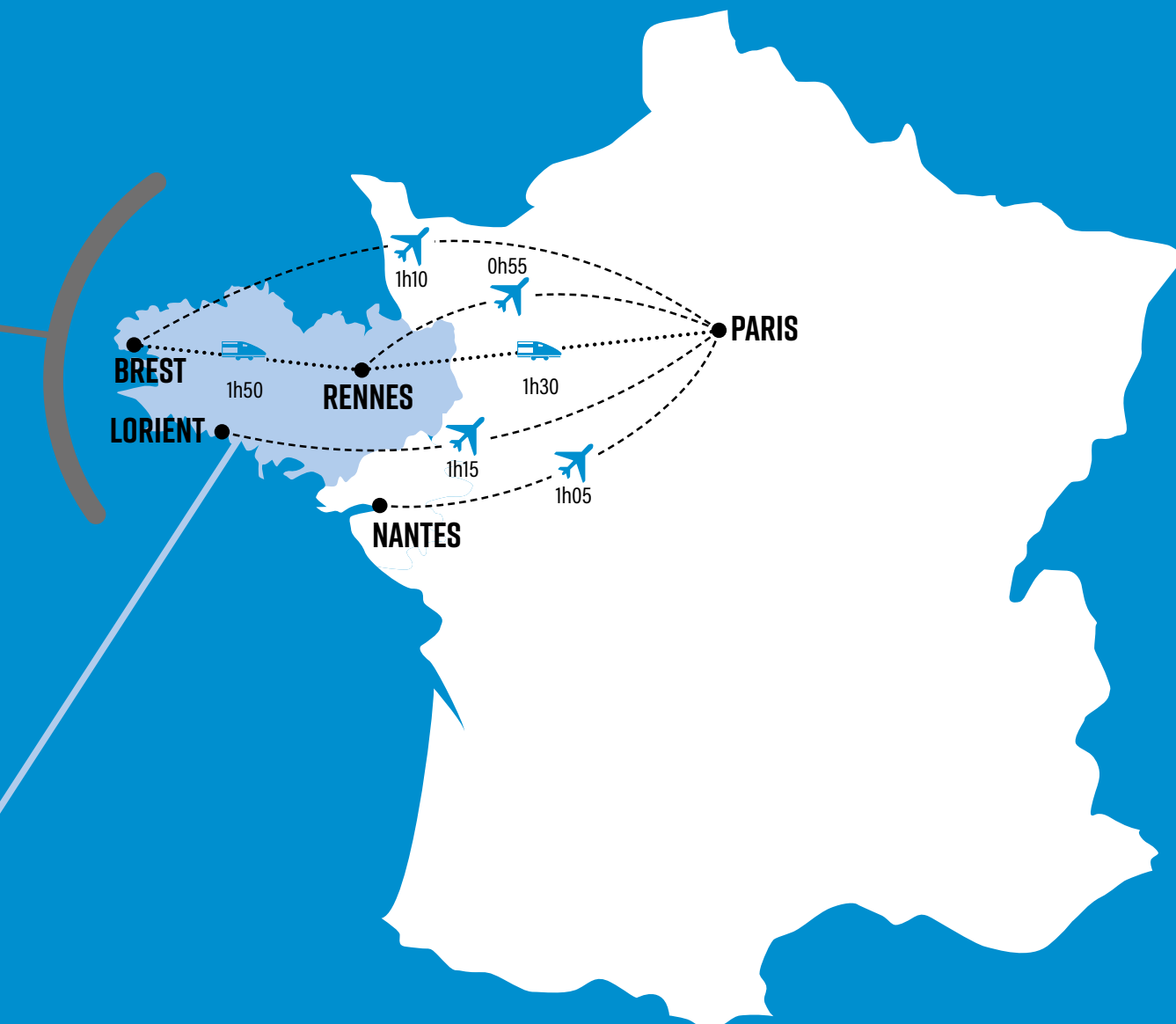
CANNED FISH

Treat yourself to the best of the sea to take home! Sardines in oil, crab rillettes, scallops, mackerel and even fish soup... the canning factories offer a wide range of flavours to enjoy as canapés, nibbles or in a picnic. Top quality fish and seafood, prepared by hand, are the hallmarks of the great names of Brittany's canning industry. You'll be given a full explanation of manufacturing techniques during your tour of the workshops. The sardine tins are also decorated with attractive illustrations that some people collect for their original designs.

- + www.labelleiloise.fr
- + www.kerbriant.fr
- + www.groix-et-nature.com/en
- + www.conserverie-courtin.com

BRITTANY HERE WE ARE





GETTING TO BRITTANY

Located at the western tip of Europe and France, Brittany is easily accessible by car, plane or train.



Since the opening of the TGV Atlantique high speed rail service in July 2017, it only takes 1 hour and 30 minutes to get to Rennes, Brittany from Paris city centre by train !

A similar direct rail service exists from Paris-Charles de Gaulle airport (2h38min).



By plane, Brittany is served by five airports : Rennes, Brest, Dinard, Lorient and Nantes, with direct flights from the United Kingdom, Ireland, Spain, the Netherlands, Belgium, Switzerland, Italy and Canada.

MAP OF BRITTANY HERITAGE & LEISURE

Key

Heritage

-  «Ville d'Art et d'Histoire»
(Town of artistic and historic interest)
-  «Petite Cité de Caractère»
(Small town of character)
-  «Commune du Patrimoine Rural»
(Rural heritage village)
-  «Les Plus Beaux Villages de France»
Most beautiful villages of France
-  UNESCO World Heritage site
-  Outstanding religious heritage site
-  Churchyard or monumental Calvary
-  Outstanding heritage site
-  «Musée de France»
(French official museum)
-  Museum, art gallery or interpretation centre
-  Megalithic or archaeological site
-  Historic sailing ship
-  Lighthouse and semaphore with tour of the interior

Things to do

-  Zoo, wildlife park
-  Aquarium
-  Leisure and adventure park
-  Golf course
-  Thalassotherapy centre

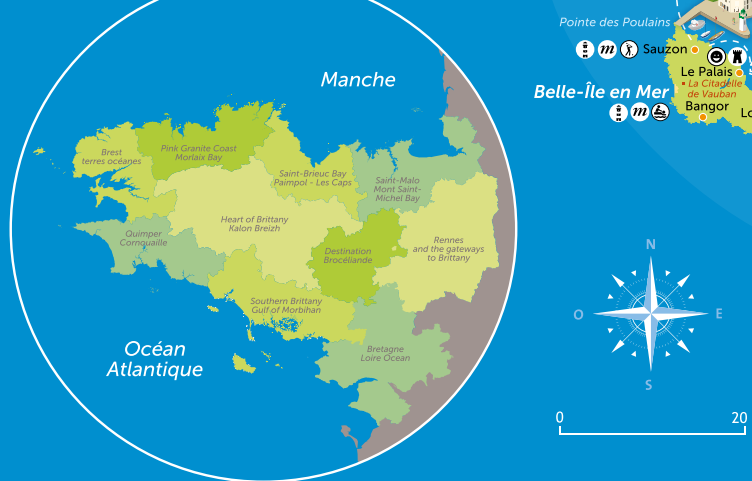
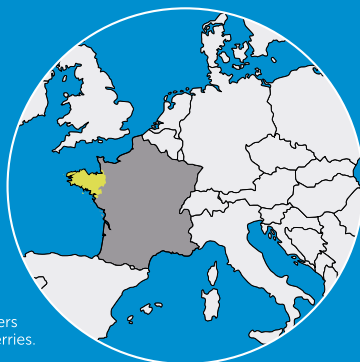
Transport

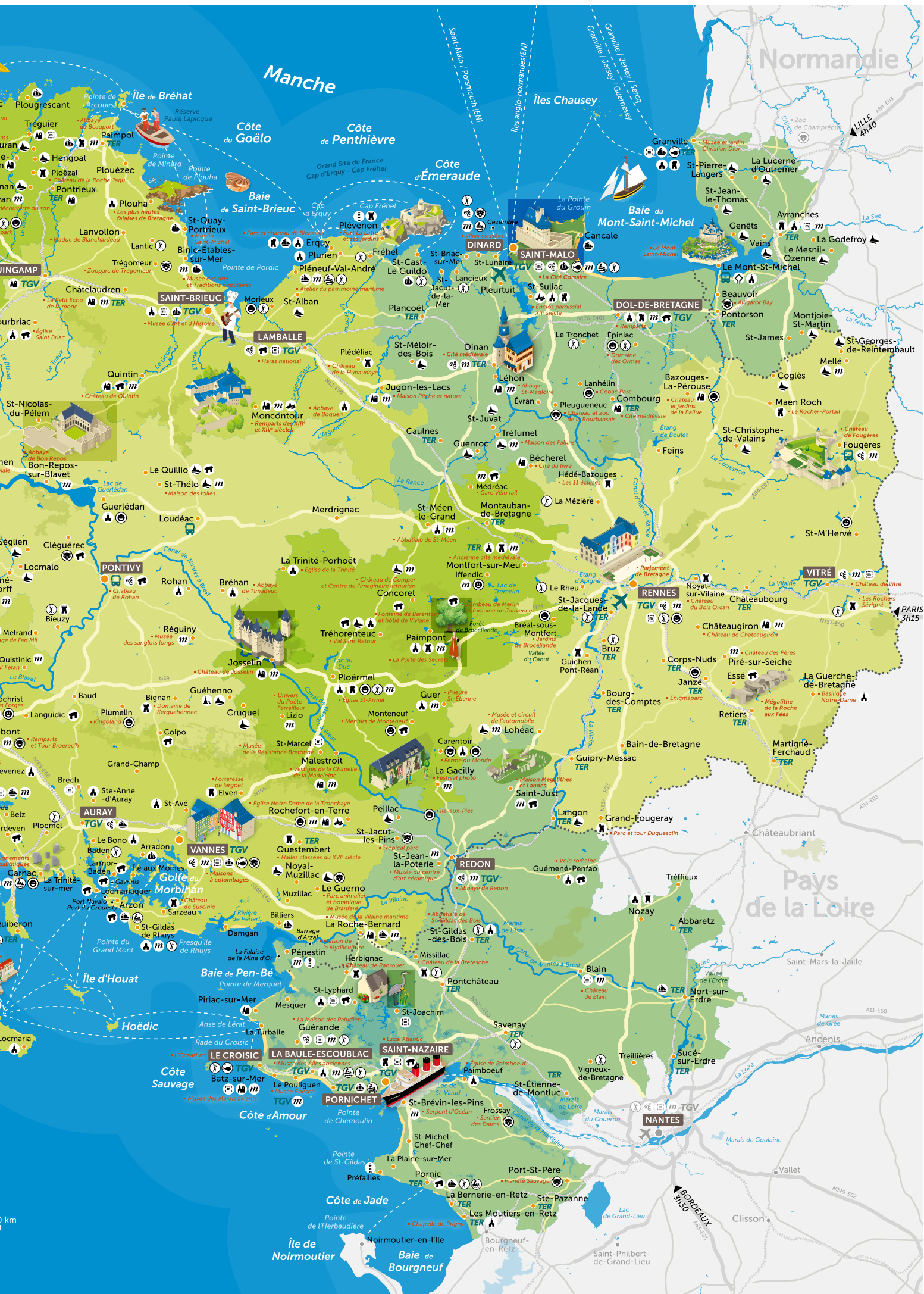
-  Airport
-  TGV railway station
-  Coach station
-  Ferry link

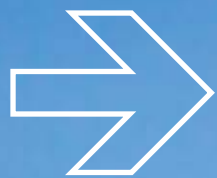
The BreizhGo Regional Public Transport System covers the whole of Brittany. It includes, trains, buses and ferries. You can find all the details at breizhgo.bzh.



Map of tourist Destinations







SOCIAL NETWORKS

FOLLOW US ON FACEBOOK & INSTAGRAM

 www.instagram.com/tourisme_bretagne

 www.facebook.com/visitbrittany

#VisitBrittany **#VisitBretagne**



Lined area for notes.

2020

Front cover: Emmanuel Berthier

Contents: Emmanuel Berthier

p4: Jordi Carrio

p5: Denoual Coatleven (top) ; Bottom Blue Green (bottom)

p6: Emmanuel Berthier (left) ; Yannick Le Gal (top right) ; Noé C.
Photography (bottom right)

p7: Emmanuel Berthier (top) ; Laurent Grivet (middle) ; Donatienne
Guillaudeau (bottom)

p8: Alexandre Lamoureux

p9: Yannick Le Gal (top) ; Maxence Gros (middle) ; Simon Bourcier
(bottom)

p10: Franck Hamel (top left) ; Jacqueline Piriou (top right) ; Jean Patrick
Gratien (bottom left) ; Emmanuel Berthier (bottom right)

p11: Stéphanie Biju ; Mirana Rabenarison ; Brasserie Tenerez ; Brasserie
Coreff-Ambasad ; En bières inconnues (from top to bottom)

p12: Alexandre Lamoureux

p13: Cabane du bout du monde (top) ; Vallée Pratmeur (middle) ;
Diaphane Ell-Prod (bottom)

p14: Emmanuel Berthier (top) ; Jardins de la Rance - Maison chant
et rance (middle) ; Grée des LAndes (bottom)

p15: Alexandre Lamoureux (top) ; Emmanuel Berthier (middle & bottom)

p16: Teddy Verneuil

p17: Algoplus (top & bottom)

p18: Hôtel Saint-Barbe Le Conquet (top) ; Pascal Léopold (middle) ;
Donatienne Guillaudeau (bottom)

p19: Yannick Delonglée ; Falaises d'Armor ; Emmanuel Berthier ;
Pierre Torset ; Yannick Derennes (from top to bottom)

p20: Fabrice Rambert (top) ; S.Y.G. (middle) ; Alexandre Lamoureux (bottom)

p21: Emmanuel Berthier ; 727Sailbags ; LADT.Locquard ; Jérôme Romme ;
La Belliloise (from top to bottom)

p.26: L'œil de Paco

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