

# PRESS KIT 2018

FOURTH EDITION OF GOÛT DE/GOOD FRANCE  
WEDNESDAY, 21 MARCH 2018

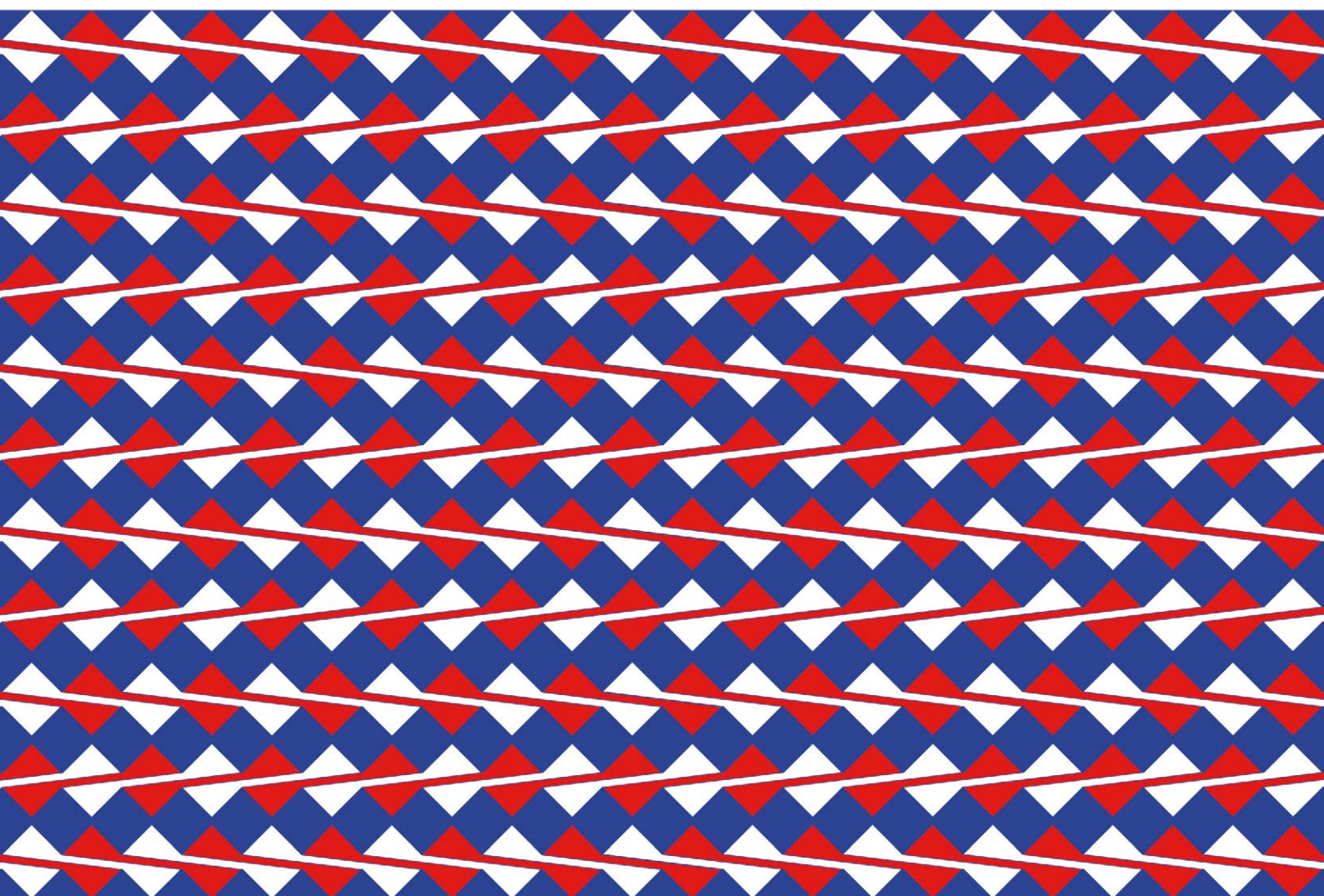


AN EVENT AT THE INITIATIVE OF THE  
MINISTRY FOR EUROPE AND FOREIGN AFFAIRS  
AND ALAIN DUCASSE

LAUNCH AT THE QUAI D'ORSAY ON 6 MARCH 2018

#GOODFRANCE

#GOUTDEFrance



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# EDITORIAL

## BY CHEF ALAIN DUCASSE



« Let's eat French!

Make no mistake: there is absolutely nothing jingoistic about this rallying call for the 4<sup>th</sup> Goût de/Good France.

An openness to the world, sharing, a caring attitude and conviviality are all central to our initiative. Eating French means preferring to eat together, enjoying recipes to the full, appreciating the organization of a meal and taking your hat off to the talents of the chef.

French cuisine enjoys a worldwide reputation because it proposes but does not impose. Such is the source of its strength and influence.

Goût de/Good France will be celebrating this vision of French cuisine on 21 March in 152 countries thanks to over 3,000 chefs who will be proposing a French-style dinner in their restaurants. We should thank them all for their commitment, with a special mention for my colleagues at the Collège Culinaire, who have embraced it massively.

Goût de/Good France 2018 will pay tribute to the greatest among us, Paul Bocuse. We wish to express our admiration and our gratitude to the man who was a global symbol for French cuisine for half a century. The participating chefs will be keen to include in their menus a dish from his repertoire or one inspired by it.

This 4<sup>th</sup> Goût de/Good France represents a genuine turning point. It comes as proof that the initiative has earned itself a permanent presence among major culinary events. Goût de/Good France is where two passions meet: the passion of those who cook and the passion of those who love great cuisine. The former offer their expertise and generosity. The latter bring their curiosity and fellowship to the table. Together, they make Goût de/Good France a unique event: a joyous celebration of the vitality of French cuisine.

I must express my gratitude to Jean-Yves Le Drian, whose Ministry has given its decisive support to this initiative from the outset, along with my thanks to all our partners. »

# EDITORIAL

## BY JEAN-YVES LE DRIAN

### MINISTRER FOR EUROPE AND FOREIGN AFFAIRS



« Over the years, Goût de/Good France has become a major event for culinary professionals and amateurs alike, to the extent that it is now a true keystone of French cuisine's global reach.

On 21 March, this event will be even greater than before, thanks to the 3,300 restaurants that have joined the initiative and will be serving a French-style dinner, while festivities will be organized around the world by our diplomatic network and Atout France. Thanks to these considerable efforts, more than 150 countries will be celebrating French cuisine on 21 March.

This year, we have chosen to showcase French wines and spirits. France is renowned for its products in this area, as demonstrated by the development of a genuine wine tourism industry. Building on this theme, our embassies will mobilize chefs, sommeliers, apprentices and producers from all fields to celebrate the gastronomic meal of the French, which has been classified as Intangible Cultural Heritage of Humanity by UNESCO since 2010. It is a marvellous way to highlight the commitment of all those who dedicate their work to edifying this global renown. It is also a means of better sharing this jewel of our heritage and the convivial atmosphere associated with it. Lastly, it is a demonstration that this heritage is a truly living one and that it finds, in contact and exchange with world cuisines, an opportunity to reinvent itself and offer new creations for the pleasure of us all.

I also wanted to add a new aspect to this great event, to better celebrate the gastronomic wealth of France's regions. As such, one French region will now be centre stage every year. This year, we will be honouring Nouvelle-Aquitaine and its exceptional gastronomic heritage. Moreover, there will be an unprecedented participation in mainland and overseas France this year, with the participation of the 1,300 restaurants that are members of the Collège Culinaire de France, a partner to this event.

Gastronomy is a considerable asset for the France's global reach and the attractiveness of our regions for tourists. It is therefore one of the pillars of the tourism promotion strategy that has been entrusted to the Ministry for Europe and Foreign Affairs. The Government has committed dedicated resources, entrusting an action plan with a budget of €1.5 million to the national Atout France agency in 2018, in liaison with sector professionals and the various ministries concerned.

We thus hope to contribute to our gastronomy achieving its full potential and serving as a genuine driving force for France's attractiveness. »



# GOÛT DE/GOOD FRANCE

**TAKE PART IN THE GREATEST DINNER IN THE WORLD  
ON 21 MARCH 2018. 3,300 RESTAURANTS, 156 FRENCH  
EMBASSIES AND CONSULATES ON ALL 5 CONTINENTS**

An event like no other anywhere in the world will be taking place on 5 continents and over 150 pays. Goût de/Good France will be mobilizing France's embassies abroad and chefs worldwide for the fourth consecutive year. All will be proposing French-style menus on the same day, Wednesday, 21 March 2018.

For this fourth edition, 3,300 restaurants will be participating in the event, including over 1,300 chefs in France.



Goût de/Good France is a celebration of the vitality of French cuisine. A bond between chefs around the world. An event that creates a dialogue between different cultures by giving them a shared language: the language of French cuisine. On 21 March, chefs will be offering a menu to over 300,000 dinner guests that highlights the excellence of French gastronomy, their expertise and the universal values of sharing and fellowship around the meal table. Each of their menus will testify to a cuisine that uses less fat, sugar and salt, and one focused on “eating well” and the environment. The price charged is left to the discretion of each restaurant, and each undertakes to pay 5% of proceeds to a local NGO

working to protect health and the environment. One hundred and fifty-six French embassies and consulates will raise the profile of the event by organizing dinners in France's official residences.

From 6 March 2018, a list of all the restaurants will be posted on the [www.goodfrance.com](http://www.goodfrance.com) website. On all five continents, everybody will be able to identify the participants in their own countries, their own cities. Many chefs have already posted their menus on the website, allowing everybody to envision the dinner they will enjoy on 21 March. All they need do then is contact directly the restaurant of their choosing.



« Our culinary heritage is unique in its diversity.

Do we have the best culinary heritage? That is not the point. What is undoubtedly true is that it is unique in its diversity, the quality of its products and the expertise of its artisans on land and sea who over the generations have woven the incredible web that is French gastronomy. There is no town or village in France that does not have its own speciality, ranging from chocolate to sweet pastries and including prepared meats, wine and more – and that is unique! »

Guy Savoy



# TAKE PART IN THE LARGEST DINNER IN THE WORLD

3 000 RESTAURANTS ACROSS 5 CONTINENTS

LET'S EAT FRENCH!

  
**MARCH 21<sup>st</sup>**

Rendez-vous at  
**goodfrance.com**

#GoodFrance #GoutdeFrance





# PARTICIPATING RESTAURANTS

## DIVERSITY IS THE WATCHWORD

More than 3,000 chefs have been selected by an international committee of chefs with the support of France's embassies. High-end bistros, contemporary-style restaurants, establishments of gastronomic excellence and schools of cuisine, all will be sharing with the general public, on the same evening, their expertise and their creativity in the conviviality of an evening meal.

### KEY STATISTICS

3,300

participating  
restaurants

156

French embassies  
and consulates

152

participating  
countries

### GLOBAL DISTRIBUTION OF PARTICIPATING CHEFS ON ALL FIVE CONTINENTS, NOT INCLUDING FRANCE:



1%

Oceania



13%

Africa



20%

The Americas



25%

Asia



41%

Europe NOT INCLUDING FRANCE

### TOP 10 FOREIGN COUNTRIES BY NUMBERS OF REGISTERED RESTAURANTS:

1<sup>st</sup>

Poland

2<sup>nd</sup>

Greece

3<sup>rd</sup>

Brazil

4<sup>th</sup>

Russia

5<sup>th</sup>

India

6<sup>th</sup>

Spain

7<sup>th</sup>

Vietnam

8<sup>th</sup>

Italy

9<sup>th</sup>

United Kingdom

10<sup>th</sup>

Japan

### FOUR NEW COUNTRIES ARE TAKING PART FOR THE FIRST TIME:



Kirghizstan



Lesotho



Maldives



Turkmenistan

### CHANGES IN GOÛT DE/GOOD FRANCE SINCE THE FIRST EDITION: PARTICIPATION HAS VIRTUALLY TREBLED SINCE 2015

1,300

restaurants  
in 2015

1,700

restaurants  
in 2016

2,100

restaurants  
in 2017

3,300

restaurants  
in 2018

### ON ALL FIVE CONTINENTS, NOT INCLUDING FRANCE

82%

of all chefs taking part in  
Goût de/Good France are foreign,

18%

are French.

All highlight the excellence of  
French culinary expertise using  
local products.

## THE SELECTION COMMITTEE

Restaurants have been invited to enter applications on the [www.goodfrance.com](http://www.goodfrance.com) website since November, proposing a menu highlighting the excellence of the French culinary tradition.

An international section committee of chefs supported by France's embassies has validated the list of participants, seeking to ensure both the coherence and the quality of the menus.



## HIGH POINTS

It was the wish of Alain Ducasse to make this 2018 edition an opportunity to pay tribute to Paul Bocuse: participating chefs will have the option of including in their menus a dish from the repertoire of Paul Bocuse or one inspired by the spirit of his cuisine.

« Traditional or modern, there is only one cuisine... good cuisine. »

Paul Bocuse

In 2018, Goût de/Good France wished to make a region, Nouvelle-Aquitaine, guest of honour. Nouvelle-Aquitaine is a homeland for the excellence of French wine, with the global brand of Bordeaux as the flagship for the region as a whole, one rich in various food and wine experiences. Products from Nouvelle-Aquitaine will be showcased in the menus served in a selection of restaurants in France and globally.

## OVER 1,300 PARTICIPATING CHEFS IN FRANCE

Many chefs have become involved across the country with the help of Collège Culinaire de France. Restaurants de Qualité, selected by the association's founding chefs, will be strongly represented in Goût de/Good France this year. Each will in this way be an actor in a shared dynamic that embodies and furthers the global outreach of French gastronomy.

## A WINE THEME

Goût de/Good France dinners will be based around French wines and spirits, the theme for this 4<sup>th</sup> edition. Every year, France welcomes 10 million wine tourists, 4.2 million of whom are foreign nationals, generating revenue of around €5.2 billion.

# KEY ECONOMIC IMPORTANCE FOR TOURISM

France is the world's leading tourist destination, welcoming nearly 89 million foreign tourists in 2017. Tourism is a key sector for the French economy and currently generates almost 8% of gross domestic product and 2 million direct and indirect jobs. Over and above this substantial economic contribution, it is also a vector for France's influence, attractiveness and global outreach.

Given that one third of all tourists say that they visit France for its culinary heritage, gastronomy is a pillar of France's attractiveness for tourists and is an active component of its cultural outreach. The richness and singularity of our cuisine, the diversity of our local producing regions, as well as the inclusion of the "gastronomic meal of the French" on the UNESCO list of intangible cultural heritage, are all key advantages that help keep France at the top of the list of the world's tourist destinations. Goût de/Good France is a magnificent tool for the promotion of France as a tourist destination and contributes positively to the government's target of 100 million international tourists welcomed every year and €60 billion in associated revenue by 2020.

## GOÛT DE/GOOD FRANCE, AN INVITATION TO JOURNEY TO THE HEART OF OUR REGIONS

From now on, a spotlight will be thrown on a French region each year. This 4<sup>th</sup> Goût de/Good France showcases the Nouvelle-Aquitaine region and the diversity of its culinary expertise. As the leading agricultural region of France, Nouvelle-Aquitaine is also the country's leading region for gastronomy, a byword for good products, fine dining and good restaurants.

## THE 2018 GOÛT DE/GOOD FRANCE ACTION PLAN

Following the meeting of the interministerial council on tourism on 19 January 2018, a Goût de/Good France action plan has been submitted to the government for the enhancement of the reputation of French gastronomy both in France and internationally. The plan's initiatives are co-funded jointly by the public sector to the sum of €1.5 million and are grouped under the national Goût de/Good France brand.

### THREE KEY DATES MARK HIGHLIGHTS IN THE DIARY OF FRENCH GASTRONOMY IN 2018:

**The Goût de/Good France event on 21 March 2018** will bring together more than 3,000 restaurants (including 2,000 outside France) in 152 countries for the fourth year running, to celebrate the vibrancy of French cuisine.

**An international gastronomy forum** will be held in the coming months to make Paris the global capital of debate on the evolution of tastes and forms of consumption, involving all stakeholders in the food world.

**The "Fête de la Gastronomie",** now called "Goût de/Good France", from 21-23 September 2018, will be a great event for the general public, allowing food professionals to share their talents, skills and produce, offering events including banquets, tastings, picnics, workshops and conferences.

**Ultimately, in 2019,** the three events will be grouped together under the same name: "Goût de/Good France".



# UNUSUAL INITIATIVES WILL BE ORGANIZED AROUND THE WORLD

## AS A CELEBRATION OF GOÛT DE/GOOD FRANCE 2018

In addition to the participating restaurants, **156 French embassies and consulates abroad** will also be raising the profile of the operation by organizing dinners in ambassadorial residences.

### SOME OF THE HIGHLIGHT EVENTS FOR THIS 4<sup>TH</sup> EDITION:

#### ► IN ARGENTINA

The French embassy will be organizing a culinary cocktail reception "Fashion and gastronomy, France's influence", prepared by Michelin-starred chef **Jean-François Rouquette**, in the presence of designer Jean-Paul Gaultier.

#### ► IN AUSTRIA

In Vienna, the barracks of the **Austrian Army** will be celebrating Goût de/Good France. A marvellous way of promoting healthy, high-quality food in the work environment.

#### ► IN SPAIN

Double-starred chef **Philippe Mille** will be preparing a dinner in the restaurant of the Alfonso XIII hotel in the presence of the Ambassador. He will then travel to Malaga on 22 March alongside chef **Sergio Garrido** to prepare a dinner in the restaurant of the VINCCI hotel Posada del Patio.

#### ► IN HONG KONG

The French embassy will be partnering with the local charity **Oi! Gallery** to raise the general public's

awareness of the importance of combating food waste, with the preparation of a French menu based around recycled products. Alongside this, meals will be distributed to deprived workers in Hong Kong, offering them an introduction to French gastronomy.

#### ► IN GHANA

Chef **Jean-Luc L'Hourre**, holder of the "Best Artisan In France" award, will be in conversation with Ghanaian chef **Semassoe Atadika** discussing French gastronomy and products from Nouvelle-Aquitaine. A tasting session for French spirits will combine Cognac and Armagnac with Ghanaian chocolate (beans 100% sourced in Ghana) and local flavours (moringa/green tea/passionfruit).

#### ► IN IRELAND

The **#DairyChef18** competition for young French and Irish talent will see participants competing to create a unique Franco-Irish recipe to include French and Irish dairy products. The final round will be held on 21 March in Dublin.

#### ► IN POLAND

**Warsaw gastronomic college** is to organize a culinary competition, in which the two winners will have an opportunity to help prepare the dinner at the French Ambassador's Residence.

#### ► IN GEORGIA

The Barbarestan restaurant in Tbilisi will suggest a menu paying tribute to two exceptional feminists of the 19<sup>th</sup> century: Georgia's **Barbare Jorjadze** and France's **George Sand**.

#### ► ON THE HIGH SEAS

The ships of **the Ponant French cruise line** will be celebrating Goût de/Good France, in Indonesia (Kai islands), Chile (Coquimbo) and Cuba (Cienfuegos).



# AS A FORETASTE, GOÛT DE FRANCE IS ORGANIZING A GASTRONOMIC AROUND-THE-WORLD TRIP

## IN FIVE STAGES ON FIVE CONTINENTS, IN PARTNERSHIP WITH AIR FRANCE

Air France has been a partner of Goût de/Good France since 2015 to promote French gastronomy around the world.

This year, Air France is taking part in a "Gastronomic World Tour" in five stages on five continents organized by the Ministry for Europe and Foreign Affairs and Atout France.



### ► 6 MARCH - SOUTH AFRICA

A combined tasting session for French and South African wines will be held at the Résidence de France, led by world champion wine waiter Philippe Faure-Brac. It will be accompanied by bite-sized appetisers typical of Nouvelle-Aquitaine gastronomy prepared by starred chef Vincent Lucas.



### ► 6 MARCH - MEXICO

A four-handed Franco-Mexican culinary event will bring together renowned chefs Eduardo Garcia and Indra Carrillo at the top of Palacio de Hierro-Polanco with the French Ambassador in attendance.



### ► 7 MARCH - SINGAPORE

Air France signature chef Yves Camdeborde, will create the menu for a VIP lunch-time cocktail reception to be held in the gardens of the Ambassador's residence.



### ► 13 MARCH - UNITED KINGDOM

A gastronomic conference will take place in the library of the Institut Français in London in the presence of starred chef Michel Roth, holder of the Best Artisan in France & Bocuse d'Or awards and Air France signature chef.



### ► 15 MARCH - UNITED STATES

Starred chef Alan Geaam will be leading a culinary workshop at the French Consulate in New York, followed by a tasting session in the presence of 70 participants.

## GOÛT DE FRANCE WILL ALSO BE CELEBRATED IN THE AIR:

On 21 mars, Air France will be organizing a unique event/flight between Paris and Los Angeles in the presence of Paolo Basso, holder of the Europe's best sommelier award 2010 and World's best sommelier 2013, during which a wine tasting session will be proposed on board.

*Alongside this, for 24 hours Goût de France meals will be served in all time zones on board all Air France flights in First Class and Business. Air France endeavours to promote French high cuisine on board its aircraft by working to enhance that cuisine's global outreach. In order to embody one of the most attractive references of French art de vivre, Air France has for many years called upon the greatest talents, including chefs Michel Roth and Yves Camdeborde. In conjunction with Servair, they help design menus, choose products and create recipes for the menus Air France offers its customers.*

# GOÛT DE/GOOD FRANCE MENUS

## SOME EXAMPLES



### ► LES BOUQUINISTES RESTAURANT CHEF STÉPHANE PERRAUD

53, Quai des Grands Augustins  
75 006 Paris, FRANCE  
Tel. +33 (0)1 43 25 45 94  
[www.lesbouquinistes.com](http://www.lesbouquinistes.com)

*The following is the "Goût de France" menu proposed by Les Bouquinistes, €58 not including beverages:*

- *Appetisers*
- *Asparagus, eggs mimosa*
- *Grilled duck fillet dressed with Bordeaux-style gravy, spring vegetables*
- *Cabécou goat's cheese in an aromatic marinade, escarole*
- *An apple & prune puff pastry pie served with prunes in Armagnac ice cream*



### ► RESTAURANT D'O CHEF DAVIDE OLDANI

Piazza della Chiesa, 14 20010, San Pietro all'Olmo,  
Cornaredo, Milano, ITALY  
Tel. +39 (0)2 936 2209  
[www.cucinapop.do](http://www.cucinapop.do)

*The following is the "Goût de France" menu proposed by Restaurant d'O, €75 wine included:*

- *President Giscard d'Estaing soup served Italian style*
- *Frog's legs, spicy raisins, black truffles and rice*
- *Fillet steak in a beeswax crust served with a morel mushroom sauce*
- *"Battuta d'inizio" an apple, ginger and Roquefort cheese compote*
- *Al pan de toni aniseed and Grand Marnier soufflé*
- *A selection of French wines*





## ► AUX LYONNAIS RESTAURANT

32 Rue Saint-Marc,  
75002 Paris, France  
Tel. +33 (0)1 58 00 22 06  
[www.auxlyonnais.com](http://www.auxlyonnais.com)

*The following is the "Goût de France" menu proposed by the Aux Lyonnais restaurant, €50 not including beverages:*

- *Appetisers and canapés*
- *"Cervelle des Canuts" traditional Lyon cheese dish, poultry country pâté*
- *Shirred eggs with crayfish*
- *Duck and foie gras pie served Roanne style*
- *"Mère Richard" Saint-Marcellin cheese*
- *Chartreuse soufflé*



## ► PETRUS RESTAURANT

**CHEF RICARDO CHANETON**

56/F, Island Shangri-la, Pacific Place,  
Supreme Court Road, Hong Kong, CHINA  
Tel. +852 2820 8590  
[www.shangri-la.com](http://www.shangri-la.com)

*The following is the "Goût de France" menu proposed by the Petrus restaurant, HK\$1,588 not including beverages:*

- *Foie gras pâté, natural & candied cherries, green pistachio marinated in white balsamic vinegar*
- *Scampi paillard, bacon and Oscietra caviar*
- *Roast turbot on the bone, garden peas and green asparagus*
- *Pan-fried veal sweetbread, heritage carrots and black truffle*
- *A selection of cheeses from Master Refiner Bernard Antony*
- *Vanilla and ice cream napoleon with Carambar toffee*



## ► SUNSET POOL RESTAURANT

**CHEF ANTON GASNIER**

Dhonakulkhi island,  
Haa Alifu Atoll, MALDIVES  
Tel. +960 6501515  
[www.hideawaybeachmaldives.com](http://www.hideawaybeachmaldives.com)

*The following is the "Goût de France" menu proposed by the Sunset Pool restaurant:*

- *Red snapper tartare with coconut snow dressing and coriander chutney*
- *Lobster tail fricassee with fennel, dressed with a bouillabaisse emulsion*
- *"Bouine" cheese speciality from the Sarthe with black garlic*

# GOÛT DE/GOOD FRANCE

## A MINISTRY FOR EUROPE AND FOREIGN AFFAIRS INITIATIVE



The French Ministry for Europe and Foreign Affairs (MEAE) determines and implements France's foreign policy. Its priorities are to:

### ► TAKE ACTION

in the world for peace, security and human rights.

### ► PROMOTE

French businesses abroad in foreign markets and France's attractiveness abroad.

### ► DEFINE

and implement France's tourism attractiveness policy.

### ► CONTRIBUTE

to organizing a globalization that ensures balanced and sustainable development in the world.

### ► ENSURE

the presence of France's ideas, language and culture while advocating cultural diversity.

### ► PROVIDE

security and administrative services for French nationals abroad.

The MEAE is supported by a network of 176 ambassadors and 89 consuls abroad, which work in constant collaboration with the central administration in Paris and Nantes.

## LES PARTENAIRES OFFICIELS DE GOÛT DE/GOOD FRANCE 2018



### ► ATOUT FRANCE

Atout France, France's national tourism development agency, is an economic interest grouping responsible for strengthening France's position as

an international tourist destination. During the Interministerial Tourism Committee of 19<sup>th</sup> January, the Prime Minister went on to underpin the role of Atout France in its missions:

- Renew the offer and monitor its quality through studies and surveys, as well as by financing structural tourism projects across the various territories
- Encourage the development and the promotion of destination brands (and that of individual companies) on an international level.

Thanks to its 33 offices across the world and a close collaboration with the Embassies, the Agency boasts an in-depth knowledge of the different tourist markets and their various distributors. This expertise allows it to provide its 1,300 trade partners with tools on demand to help them better understand the industry and to carry out marketing and promotional operations based around destination brands.



### ► COLLÈGE CULINAIRE DE FRANCE

The Collège Culinaire de France, founded by 15 internationally renowned French chefs, aims to promote the quality of the catering 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 cuisine in France, 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 1,500 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 550 producers, artisans and winemakers, as quality food requires quality ingredients.



### ► NEW AQUITAINE TOURISM BOARD

The New Aquitaine Tourism Board is the New Aquitaine Regional Council's tourism promotion policy tool, in France and abroad.

With over 28 million tourists expected in late 2017, and 39 sites which receive a total of over 12 million visitors each year, tourism is one of the region's 3 flagship industries, along with agri-food and aeronautics. It



is a growing industry, since its sectors and destinations increasingly attract long and medium-haul international clients (+8% of plane arrivals in 2017). New Aquitaine is also France's second destination for French tourists.

Nature, wide-open spaces, dynamic cities, legendary beaches... the region offers a great geographical, historical, and cultural diversity, with unique arts de vivre. The world's greatest vineyards await you with the finest, tastiest, most inspirational wines! As France's top farming region, New Aquitaine is also the country's gourmet region par excellence, with its outstanding produce, gastronomy and fine dining. A few mouth-watering suggestions: oysters, foie gras, truffles, caviar... It is only natural for New Aquitaine to be a privileged partner alongside this new edition of Goût de/Good France.



#### ► ADP

Groupe ADP builds, develops and manages airports, including Paris-Charles de Gaulle, Paris-Orly and Paris-Le Bourget under its Paris Aéroport brand. In 2017, Groupe ADP handled more than 228.2

million passengers worldwide, including 101.5 million passengers and 2.3 million metric tonnes of freight and mail through Paris Aéroport, and 115 million passengers through TAV Airports, 46,1% owned by Groupe ADP.

Boasting an exceptional geographic location and a major catchment area, the Group is pursuing its strategy of adapting and modernizing its terminal facilities and upgrading the quality of its services; the Group also intends to develop its retail and real estate businesses.

Because our airports are the gateway to France and they can leave lasting memories on tourists, we endeavor to turn them into a lively and modern showcase to promote France and its capital city. Groupe ADP is proud to support the positive values of excellence and sharing promoted by Goût de/Good France.

### AIRFRANCE / ► AIR FRANCE

As an ambassador for French gastronomy, Air France offers its passengers a gourmet experience in mid-air for a delicious flight. By showcasing French cuisine worldwide, Air France is a natural partner for "Goût de/Good France". Building on a unique heritage, Air France maintains culinary traditions that highlight high quality, pleasure and discovery, constantly enriching the range of new attentions for its passengers. Offering traditional menus, original creations and a rigorously selected list of wines and Champagnes, Air France always seeks to vehicle French culinary expertise.



#### ► EQUIPHOTEL

With more than 105,000 professionals in attendance, 1,600 exhibitors on display and 133 countries represented, EquipHotel Paris is the benchmark gathering for the Hospitality and Catering industry. For more

than 50 years, the show has benefitted from the continuous support of all the official trade bodies and media.

As a multi-specialist event encompassing 30 sectors of activity, EquipHotel showcases an exhaustive range of products and solutions, from furniture and interiors to kitchen equipment and food, and from spas and bathrooms to technology.

In its role as a springboard for business development, EquipHotel offers a prime opportunity to make new contacts, develop professional ties and dialogue with decision makers from the HORECA sector: chefs, restaurateurs, hoteliers, architects, interior designers,

investors, café or bar owners, collective services managers, design offices and fitters.

The market's most influential names all contribute their skills and capabilities to produce trend platforms and forums for inspiration that will help you stand out.

EquipHotel: more than just a trade show, it's an experience. Join us from 11 to 15 November 2018!



#### ► MICHELIN

Michelin aims to sustainably improve its customers' mobility and offers

products and services allowing them to live unique moments during their travels and journeys. 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 third Goût de/Good France event, which will be an opportunity for French cuisine's excellence to be celebrated by everyone, all around the world.



#### ► PONANT

The world leader in luxury expedition cruises and the only French-owned

cruise line, PONANT was founded in 1988 by Jean Emmanuel Sauvé and a dozen Merchant Navy officers. For 30 years now, PONANT has proudly flown the French flag and been an ambassador of the French art of living across the seven seas. Reflected in the intimate atmosphere, the refined gastronomy and the first-rate service, this "French touch" has pride of place aboard PONANT ships. Our on-board chefs make it their mission to share their passion for this culinary heritage.



#### ► RUNGIS

A key supplier for France's gastronomic excellence. The Rungis International Market is a key player in the French

agrifood sectors and the preferred 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

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!

## JCDecaux

### ► JCDECAUX

JCDecaux is the number 1 outdoor advertising company in the world, present in 4,280 cities with more than 10,000 inhabitants and

more than 75 countries, and plays a key role in transforming urban environments. It all started in 1964 when Jean-Claude Decaux put up the first adverts on bus shelters in Lyon, inspired by his wish to improve the aesthetic of cities by installing urban furniture free of charge in exchange for exclusive use of its advertising potential in choice locations. For over 50 years, the products and services offered to cities by JCDecaux are 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, notably in upkeep and maintenance, 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/Good France and participate in the global renown of France's gastronomy, which is a national emblem.



## ► FRANCE MÉDIAS MONDE

Watch and listen to the world

France Médias Monde, the group in charge of French international broadcasting, comprises the news channels France 24 (in French, English, Arabic and Spanish), the international radio station RFI (in French and 13 other languages) and the Arabic-language radio station Monte Carlo Doualiya. From Paris, France Médias Monde broadcasts to the world in 15 languages. Its journalists and correspondents offer viewers, listeners and Internet users comprehensive coverage of world events, with a focus on cultural diversity and contrasting viewpoints via news bulletins, reports, magazines and debates. 66 nationalities are represented among the group's employees. Every week, RFI, France 24 and Monte Carlo Doualiya attract nearly 100 million listeners and viewers (measured in less than one third of the countries where France Médias Monde broadcasts). France Médias Monde digital platforms attract 35 million visitors a month (2017 average). The media have 62 million followers on Facebook and Twitter (December 2017). France Médias Monde is the parent company of CFI, the French media cooperation agency and also a shareholder of the French-language general interest TV channel TV5MONDE

The three stations accord a special place to French art de vivre and culture. In addition to many subjects covered in news reports, regular cultural programmes are also offered on France 24 such as "Vous êtes ici" (You Are Here), "French Connection" and "Paris Secret" (Secret Paris), and on RFI "Le goût du monde" (The Flavour of the World), "Si loin, si proche" (So Far Yet So Close) and "Sound Kitchen", and MCD "Voyage en France" (A Journey in France) and "Café Chaud" (Hot

Coffee). As such, gastronomy and the arts of the table have a great place on all three stations, which are delighted to support this new edition of Goût de/Good France.



## ► TV5MONDE

TV5MONDE, the worldwide cultural channel in French

Present in nearly 200 countries and regions, broadcast round the clock into 318 million connected homes, TV5MONDE offers multifaceted coverage of international news as well as a wide range of programmes (films, drama, documentaries, entertainment, magazines, music, children's programmes, sports, shows, etc.) usually subtitled in 14 languages. The world leader in the dissemination of French culture, TV5MONDE gives the art of living, and especially gastronomy, pride of place across all its channels, with shows such as Epicerie fine, hosted by Michelin-starred chef Guy Martin, Goûtez-voir on France 3, and Les Escapades de Petitrenaud on France 5.

On 8 April 2015, the company launched TV5MONDE Style, a channel dedicated to the promotion, exhibition and dissemination of 'Made in France' know-how, talent and resources, aimed at audiences in the Asia-Pacific region and the Middle East, and more recently Africa.

As part of Goût de France/Good France, of which it is a partner, TV5MONDE Style will broadcast Good France (a Compagnie du Belvédère production), which will put the spotlight on one chef and one restaurant in France and abroad, to share and promote French cuisine across the world. TV5MONDE will also promote the 21 March event heavily in its programmes and on its social media.

## PRACTICAL INFORMATION



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



<https://www.facebook.com/projetgoodfrance>



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



ID: Good\_France  
#goodfrance #goutdefrance

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