



*March 19*

1000 chefs,  
1000 menus  
on 5 continents



*1 dinner to celebrate French gastronomy  
around the world*

rendez-vous at [www.goodfrance.com](http://www.goodfrance.com)



PRESS CONTACTS

Pierre Laporte Communication : +33 (0)1 45 23 14 14

Laurence Vaugeois : [laurence@pierre-laporte.com](mailto:laurence@pierre-laporte.com) / Frédéric Pillier : [frederic@pierre-laporte.com](mailto:frederic@pierre-laporte.com) / Sarah Plessis : [sarah@pierre-laporte.com](mailto:sarah@pierre-laporte.com)

Christine Delterme : [c.delterme@wanadoo.fr](mailto:c.delterme@wanadoo.fr) - +33 (0)6 60 56 84 40



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



Without wishing to brag, I can reveal that in the space of around two months, we have received and approved applications to participate in Good France from over 1300 restaurants throughout the world. This is certainly food for thought for all those who love to talk about the decline of French cuisine.

Bringing together 1300 chefs from around the world to prepare a French dinner, on a purely voluntary basis, is a powerful symbol. It shows, firstly, that all these professionals know where the roots of their profession lie. They represent dozens of nationalities - 150 countries will be involved. Many were trained in France.

Others were trained outside France by French chefs.

But ultimately, they are all perfectly aware that French culinary expertise is the bedrock of their practice.

The influence of French cuisine can therefore be seen, first and foremost, in this human chain of men and women whose professional roots extend far back into the great French culinary tradition; a brotherhood of professionals who know one another, and who share and uphold the same values worldwide.

The second conclusion that I would like to draw from this very positive reception is equally important.

If we look at the chefs participating in Good France, we are struck by their great diversity - all generations and styles of restaurant are represented. This, for me, is the true face of French cuisine today - a living, diverse cuisine that moves with the times.

I cannot help but observe, incidentally, that those who claim to believe that French cuisine is monolithic and excessively formal are quite simply blind. For a very simple reason: because French cuisine is first and foremost an entire attitude. Its strength lies in its attention to the products used and the seasons. That is why it is able to adapt to such a range of regions - the resources available vary depending on the place and the season, but the care taken over products and the techniques are the same everywhere. And that is even the key to its future: French cuisine respects the planet and cultural diversity. It is a humanist cuisine.

That is the message that Good France wishes to convey. A humble yet powerful message. A celebration of French cookery - and a celebration of cookery itself.



## EDITORIAL BY **LAURENT FABIUS**

FRENCH MINISTER OF FOREIGN AFFAIRS AND INTERNATIONAL DEVELOPMENT



Goût de / Good France is based on the concept that on the same evening, throughout the world, chefs of every kind will celebrate the excellence of French cuisine.

On 19 March, over 1300 restaurants worldwide will hold a French-style dinner. I decided to ensure that French embassies abroad were involved in this event. They will echo it by holding their own Goût de / Good France dinner, in the presence of their ambassador.

On 19 March, a grand dinner will also be held at the château de Versailles, for foreign ambassadors posted in Paris and various dignitaries. This evening will be the climax of this unprecedented event, bringing together the greatest French and foreign chefs to pay tribute to French cuisine as a dynamic, open and innovative cuisine that stands for the values of sharing and conviviality.

Gastronomy is integral to our identity. It also contributes to France's influence: few countries have so many varied and high-quality products, and few countries have such a diverse range of regional culinary traditions. It is important to share it, promote it and preserve it.

There are a thousand ways to savour France and its creativity. We invite the whole world to experience doing so.

19 March - save the date!



## PRESS RELEASE



On Thursday, 19 March 2015, all around the world, restaurants will offer more than 1300 dinners to celebrate France's gastronomy by inviting the public to share a "French dinner". In each participating restaurant, the event will render **homage to a vibrant, open and innovative cuisine**, while remaining true to its values of **sharing, pleasure, and respect for good food**, and for the planet. This first Goût de France/Good France event has already proved successful, with more participants than anticipated.

The **Goût de / Good France** initiative is being organized by **Alain Ducasse** and the **Ministry of Foreign Affairs and International Development**.

During the project's presentation, Laurent Fabius said: *"France's heritage is its cuisine, its wines, (...). The Gastronomic meal of the French has been on the UNESCO World Heritage list since 2010, but it is a heritage that should not simply be contemplated, glorified and savoured; it is a heritage that **should be built upon and showcased.**"*

In the words of Alain Ducasse: *"French cuisine is the interpreter of a cuisine that has evolved towards lightness in harmony with its environment... The common point of this event is generosity, sharing and the love of what is beautiful and tastes good. It will be a delightful interlude and an opportunity to celebrate French cuisine worldwide."*

Inspired by **Auguste Escoffier**, who launched the **"Dîners d'Épiqueure"** (Epicurean Dinners) initiative – the same menu, the same day, in several world cities and aimed at as many diners as possible – in 1912,

**Goût de / Good France** reproduces that beautiful idea with the desire to **involve restaurants all around the world**.

Each chef will offer a **"French-style"** menu in their restaurant with a traditional French **aperitif**, a **cold starter**, a **hot starter**, **fish or shellfish**, **meat or poultry**, a French **cheese** (or cheeseboard), a **chocolate dessert**, French **wines** and **digestifs**, while remaining free to highlight their own culinary traditions and cultures.

The cuisine will be **accessible to all, from bistros through to exceptional restaurants**, and based on **fresh, seasonal and local products** with lower levels of fat, sugar, salt and protein.

The menu's price is at the restaurant's discretion, and they are all encouraged to **donate 5% of proceeds to a local NGO** promoting health and the environment.



### A GASTRONOMIC JOURNEY

France has invited the world to a savory journey, bringing together more than **1300 chefs from around the world** who will **use the French culinary knowhow** to express their talent and expertise through 1300 menus.

**All participating restaurants** are now present on **www.good-france.com** website.

**Visitors to the site can find the participating restaurants in their city & country and book directly at the restaurant of their choice.**



Many chefs have already posted their menu on Good France, so that diners can fantasize about the dinner they will savor on March 19.



## AN INTERNATIONAL COMMITTEE OF CHEFS

Eateries around the world – from haute cuisine restaurants to bistros – were invited 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, chaired by Alain Ducasse**, has approved the list of participating chefs, including Paul Bocuse (France), Raymond Blanc (United Kingdom), Thomas Keller (United States), Kiyomi Mikuni (Japan), Paul Pairet (China), Joël Robuchon (France), Nadia Santini (Italy), Guy Savoy (France)...

## A UNIQUE OPPORTUNITY TO ENJOY AND SHARE THE TASTE OF FRANCE

This gastronomic journey is a perfect illustration of two important aspects of French culture: promoting local specialties and openness to the outside world.


It will be an opportunity to share values with as many people as possible, that are dear to, and ardently defended by the French people: conviviality and respect for our planet and its resources. And, most



importantly, to share a moment of pleasure. Now, more than ever, gastronomy is a beacon of French culture. It is a genuine pull factor for **60% of tourists visiting the country**.

In addition to the participating restaurants, the French embassies will also be taking part in the event, organizing dinners at the Ambassadors' residences. *"This will be a perfect demonstration the Gastronomic Meal of the French listed by UNESCO as a World Cultural Heritage"*, said Laurent Fabius. *"It is also a way to make France more attractive as a destination"*, added Alain Ducasse.

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 Interview with Laurent Fabius:  
<https://www.youtube.com/watch?list=PLm4Uf60qaQKHsByzj6GzXedXmxxKkYX6&v=ADwjyZxtzHQ>

 Interview with Alain Ducasse:  
<http://www.dailymotion.com/video/km2zud8nBkvY1f9jVTE>

*The Goût de / Good France initiative is being organized by Alain Ducasse and the Ministry of Foreign Affairs and International Development.*



## THE COMMITTEE OF CHEFS

Restaurants from around the world, from bistros to those serving haute cuisine, were invited to apply by submitting a menu that promoted French gastronomy: cuisine that uses fresh, seasonal and local products; uses less fat, sugar and salt; promotes “eating well” and the environment; and gives prominence to vegetables.

**An international committee of chefs**, chaired by Alain Ducasse and bringing together around forty renowned international chefs, approved the list of participating chefs on the basis of the coherence and quality of their proposed menus.

### GERMANY

HARALD WOHLFAHRT  
*Schwarzwaldstube*  
(Baeiersbronn)

### AUSTRALIA

GUILLAUME BRAHIMI  
*Guillaume*  
(Sidney)

TETSUYA WAKUDA  
*Tetsuya's*  
(Sidney)



### BELGIUM

PETER GOOSSENS  
*Hof van Cleve*  
(Kruishoutem)

YVES MATTAGNE  
*Sea Grill*  
(Bruxelles)

### BRAZIL

LAURENT SUAUDEAU  
*Restaurant Laurent*  
(São Paulo)

CLAUDE TROISGROS  
*Olympe*  
(Rio de Janeiro)

### CHINA

PAUL PAIRET  
*Ultra Violet*  
(Shanghai)



### UNITED ARAB EMIRATES

GUILLAUME JOLY  
*Hyatt Ararat*  
(Abu Dhabi)

### UNITED STATES OF AMERICA

EMMA BENGTSOON  
*Aquavit*  
(New York)

THOMAS KELLER  
*Le Bouchon*  
(Yountville)

### FRANCE

PAUL BOCUSE  
*L'auberge du pont de Collonges*  
(Lyon)

STÉPHANIE LE QUELLEC  
*La Scène-Prince de Galles*  
(Paris)

THIERRY MARX  
*Sur mesure par Thierry Marx*  
(Paris)

ANNE SOPHIE PIC  
*Pic*  
(Valence)

JOËL ROBUCHON  
*L'Atelier de Joël Robuchon*  
(Paris)

GUY SAVOY  
*Guy Savoy*  
(Paris)



### INDIA

HEMANT OBEROI  
*Taj (Mumbai)*



### ITALY

GENNARO ESPOSITO  
*Torre Del Saracino*  
(Vico Equense)

NADIA SANTINI  
*Dal Pescatore*  
(Runate)

### JAPAN

KIYOMI MIKUNI  
*Mikuni*  
(Tokyo)

### MOROCCO

RACHID MAFTOUH  
*Sens-Kenzi Tower Hotel*  
(Casablanca)

GUILLAUME BLANCHARD  
*Mazagan*  
(El Jadida)

### UNITED KINGDOM

RAYMOND BLANC  
*Le Manoir*  
*aux Quat' saisons*  
(Oxford)

JASON ATHERTON  
*Pollen Street Social*  
(Londres)

### SWITZERLAND

BENOÎT VIOLIER  
*Restaurant de l'Hôtel de ville*  
(Crissier)

MICHEL ROTH  
*Bay View*  
(Genève)





## PARTICIPATING RESTAURANTS

### DIVERSITY IS THE WATCHWORD AT GOÛT DE / GOOD FRANCE

Over 1300 chefs worldwide have chosen to participate enthusiastically in the first Goût de / Good France event, **including bistros, brasseries, and restaurants serving contemporary or haute cuisine: over 1300 establishments have signed up** for this great international celebration of gastronomy.

**The chefs are all proud to be taking part in this event and will share** their expertise and creativity as widely as possible through dinners designed with conviviality in mind.

**In France**, some examples of culinary and regional diversity:

In **Alsace**, Thierry Schwartz (Le Bistro des Saveurs) et Marc Haerberlin (L'Auberge de L'III),

In **Provence-Alpes-Côte-d'Azur**, Gérald Passédât (Le Petit Nice), Ludovic Turac (Une Table au Sud) and Marc de Passorio (L'Esprit de la Violette)

In **Midi-Pyrénées**, Yannick Delpéch (L'Amphytrion) and Pierre Lambinon (Le Py'R)

**In Normandy**, William Boquelet (L'Auberge de la Pomme) and Philippe Hardy (Le Mascaret)

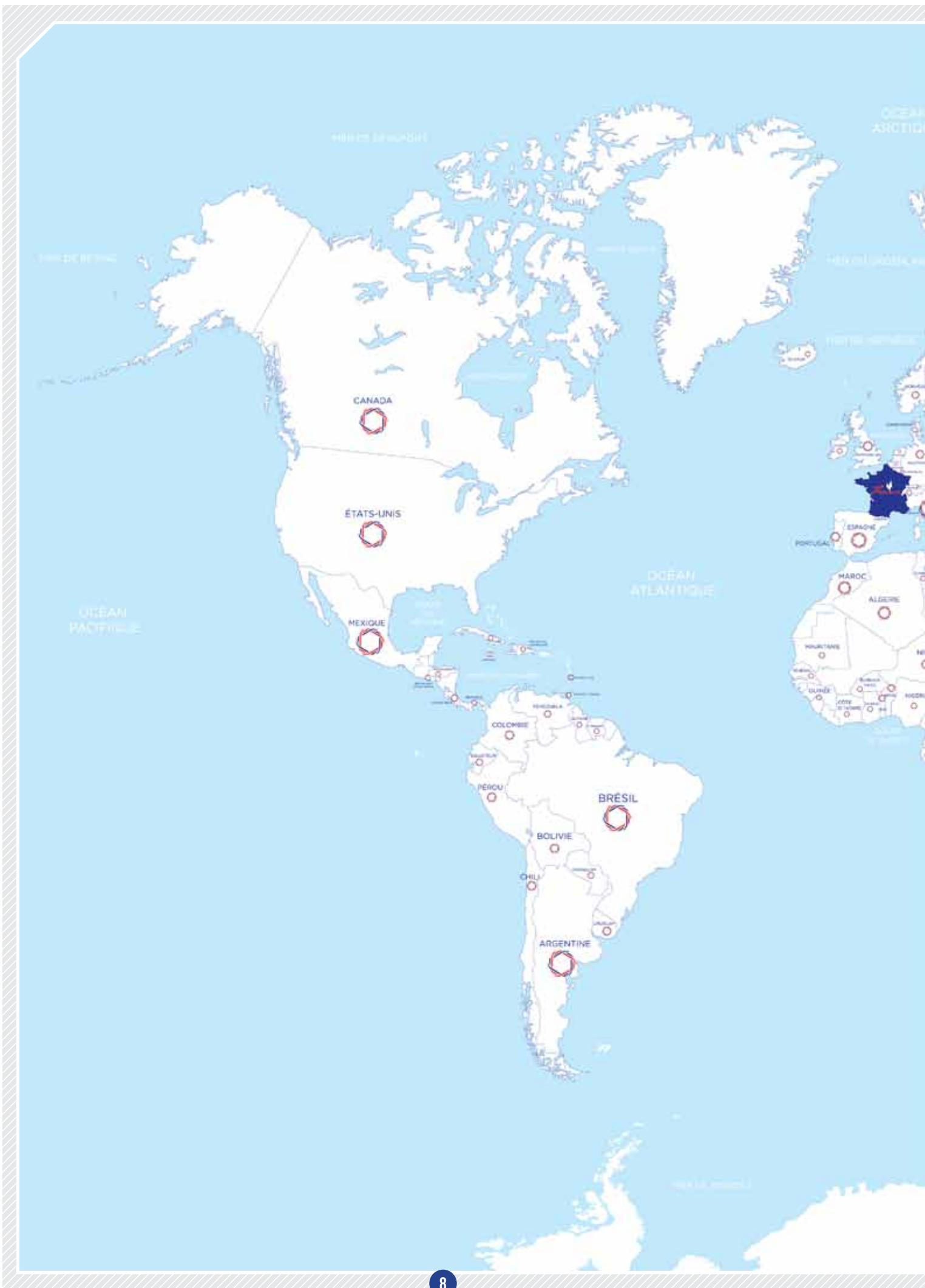
**In Paris**, Akrame Benallal (Restaurant Akrame), Frédéric Vardon (39V), Jean Louis Nomicos (Les Tablettes), Stéphanie le Quellec (La Scène-Prince de Galles) and Pierre Sang (Pierre Sang In Oberkampf).

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

David Bouley, Martha Ortiz, Davide Scabin...



From left to right and from top to bottom: Baptiste Peupion (Canada) / David Bouley (USA) / Jonathan Haddouk (Poland) / Davide Scabin (Italy) / Dimitri Yakovlev (Russia) / Martha Ortiz (Mexico) / Akrame Benallal (France) / Nadia et Giovanni Santini (Italy)







  *plus de  
1300 restaurants  
sur 5 continents*

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



## A SELECTION OF MENUS

### *Ristorante dal Pescatore Santini*

NADIA SANTINI



#### **COLD STARTER**

*Terrine of lobster in champagne jelly,  
Imperial Ossetra caviar and ginger*

#### **WARM STARTER**

*Pan-seared foie gras in a sauce of Sauternes,  
passion fruit and green apples*

#### **FISH COURSE**

*Stone-oven-baked sea bass,  
Côte d'Azur herbs and Grasse olive oil*

#### **POULTRY**

*Roast fillet of duckling breast in a sauce  
of Gevrey-Chambertin, pear and mustard essence*

#### **FRENCH CHEESES**

*Saint Marcellin and cheeses from Mère Richard*

#### **CHOCOLATE DESSERT**

*Chocolate tart infused with cognac,  
vanilla ice cream and sweetmeats*



### *Mikuni*

KIYOMI MIKUNI



#### **COLD STARTER**

*Breton lobster in golden umami jelly*

#### **WARM STARTER**

*Pan-seared foie gras, yuzu-miso,  
aged soy dressing*

#### **FISH**

*Poached bass  
with a black nori consommé*

#### **POULTRY**

*Honey-roasted Challans duck,  
wasabi sauce*

#### **FRENCH CHEESES**

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

#### **CHOCOLATE DESSERT**

*Glossy dark chocolate dome,  
vanilla ice cream*



### *Le manoir aux Quat'saisons*

RAYMOND BLANC



#### **COLD STARTER**

*Warm confit of salmon, horseradish, cucumber and caviar*

#### **WARM STARTER**

*Risotto of wild mushrooms, white Alba truffle*

#### **FISH**

*Cod, red pepper and chorizo, octopus, parsley dressing*

#### **POULTRY**

*Young Anjou pigeon in a salt crust, celeriac, truffle, Madeira sauce*

#### **FRENCH CHEESES**

*Selection of cheeses*

#### **CHOCOLATE DESSERT**

*Luxury chocolate trio*





### ***The Little Wine Bistro***

LUDOVIC ANACLETO



#### **COLD STARTER**

*Steak tartare, homemade barbecue sauce,  
poached egg with truffle*

#### **WARM STARTER**

*Sauté foie gras in a cocoa crust, warm fresh figs,  
toasted pine nuts and Banyuls ice cream reduction*

#### **FISH**

*Line-caught bass meunière with Papantla vanilla,  
roast parsnips, creamy polenta*

#### **MEAT**

*Seven-hour lamb Parmentier,  
mashed potato with roasted garlic*

#### **FRENCH CHEESE**

*Fourme d'Ambert, chef's own cherry brioche*

#### **CHOCOLATE DESSERT**

*Caramelized corn French toast,  
chocolate pears flambé with Poire d'Alsace*



### ***La Bastide de Moustiers***

CHRISTOPHE MARTIN



#### **GOUËRES**

#### **COLD STARTER**

*Raw and cooked green  
and white Provence asparagus*

#### **WARM STARTER**

*Sault einkorn wheat with broccoli, preserved garlic,  
anchovies and local olives*

#### **FISH**

*Chef's own cod, purple artichokes*

#### **MEAT OR POULTRY**

*Braised Riez lamb, pan-fried succrine lettuce,  
broad beans and spring onions*

#### **FRENCH CHEESES**

*Local cheeses, fresh and mature, mixed green salad*

#### **CHOCOLATE DESSERT**

*Chef's own chocolate cake, vanilla ice cream*



### ***Restaurant Bouley***

CHEF DAVID BOULEY



#### **COLD STARTER**

*Kuzu and black truffle aligot*

#### **WARM STARTER**

*Porcini flan*

#### **FISH**

*North Carolina pink shrimp and Cape Cod sea scallops*

#### **POULTRY**

*Pennsylvania chicken*

#### **FRENCH CHEESE**

*Comté - 24 months*

#### **CHOCOLATE DESSERT**

*Chocolate frivolous*





## GASTRONOMY AND TOURISM

### INITIATIVES LED BY 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 focused on economic diplomacy as a priority for the last two years. On this account, it has been responsible for foreign trade and tourism promotion since April 2014. 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 / Good France event, which will promote a dynamic, open and innovative form of French cuisine throughout the world on 19 March, is accompanied by many other measures to support gastronomy:

- At the end of the National Conference on Tourism in June 2014, Minister Laurent Fabius announced the creation of five centres of tourist excellence, with a view to enhancing the tourism opportunities available. One of these centres is dedicated to gastronomy and wine tourism. It aims to bring together public and private stakeholders to meet the rising demand for "authentic" experiences among foreign tourists.
- In the framework of the Tourism Promotion Council, chaired by the Minister and Ambassador Philippe Faure, the great chefs Guy Savoy and Alain Ducasse acted as rapporteurs in

the field of gastronomy and oenology. They identified a series of measures to improve promotion of French gastronomy and wine.

- The Tourism Promotion Council also addressed the issues of training in the hotel and restaurant businesses, including reception work, foreign language skills, promoting the waiting profession, etc. Its conclusions will be submitted in March.
- On 2 February 2015, the Ministry will host a grand ceremony to mark the publication of the Michelin France guide. This will be an opportunity to remind people that French guides are global references and that the goal is to invest in digital communication in order to adapt to new rankings and grading systems.
- The Ministry is currently working to broaden the scope of European Heritage Days so that they celebrate not only monuments and museums but also gastronomy and oenology, as components of French heritage.
- Lastly, the Ministry has decided, in collaboration with the Ministry of the Interior, to introduce a simplified administrative procedure for obtaining "culinary excellence" visas. These long-stay visas will enable foreign students and professionals to receive training in our top restaurants. This will allow them to become the best ambassadors for French products, expertise and gastronomy in the world.

## ON 19 MARCH 2015, FRENCH EMBASSIES WILL CELEBRATE GOÛT DE / GOOD FRANCE

In addition to the participating restaurants, French embassies will organize a Goût de / Good France dinner on their premises on 19 March. In many countries, consular and cultural networks will also be involved in this unprecedented event. Thanks to this involvement, Goût de / Good France dinners will be organized on the same evening in 150 countries.



## PARTNERS



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, G.H.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 / Good France event was a natural continuation of the initiatives already undertaken to magnify the typicality of their products and promote French gastronomy and the French way of life.

## Moët Hennessy

Moët Hennessy is the world leader in luxury wines and spirits. Our 21 brands are symbols of excellence and authenticity, forming a group that is unique in the world.

Whether based in Champagne, Cognac, Burgundy or Bordeaux, each of our brands takes great care to represent the French art of living. In particular, the wine/dish combinations created with the greatest chefs bring out the best in our exceptional products. We believe that gastronomy and tasting are indissociable.

Moët Hennessy is very proud to support the Goût de / Good France initiative, which is perfectly in keeping with its wish to promote French excellence worldwide.



BANQUE TRANSATLANTIQUE  
| A MEMBER OF CIC PRIVATE BANKING |

As the traditional bank for French people living abroad, whom it supports worldwide via its teams at the heart of expatriate communities, Banque Transatlantique has made France's international influence a sponsorship priority. With its constant focus on excellence, it particularly endorses ambitious projects that promote French cultural heritage and expertise.

*"We are proud to associate our bank with this initiative of the French Ministry of Foreign Affairs and thus help to promote French gastronomy throughout the world.»*

Bruno Julien-Laferrrière,  
Chairman and CEO of Banque Transatlantique





## PARTNERS



Atout France works to develop the tourism industry, France's leading economic sector, through a range of activities:

- Monitoring and understanding markets: Atout France carries out thorough monitoring and analysis of the international tourism market. This knowledge of supply and demand enables it to determine courses of action to develop French tourism.
- Development and commercialization: Atout France provides engineering and development expertise in order to boost the competitiveness of French businesses and the attractiveness of destinations. It also supports them in their marketing and tourism promotion operations in France and abroad.
- Quality and training: In liaison with professionals in the field, Atout France draws up reference systems classifying the various types of tourism accommodation. Lastly, it helps to define a national strategy on training in tourism-related professions. Working at local, national and international levels, Atout France is supported by a network of 36 offices in 32 countries. This structure enables it to broaden its knowledge of markets and customers constantly in order to target and relay the promotional work of its 1100 partners (businesses, institutions and tourism associations) as effectively as possible

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 800 restaurants throughout France run by passionate entrepreneurs who share the values defended by the association.





## HAVAS WORLDWIDE

Havas Paris is one of the leading communications agencies in France. Under the leadership of Agathe Bousquet, Chairman and CEO and Christophe Coffre, Creative Director, Havas Paris, the global communications agency of the Havas Worldwide network carries out global, creative, digital and international projects catering for all dimensions of the brand and its audiences. Equipped with longstanding knowledge of opinion, influence and reputation, the agency brings together a community of talented experts to work on consultancy, creation and content.

## PRIVATE by EVENT

PRIVATE, the new luxury private events management service by Havas Event.

The first of its kind in France, PRIVATE is a new service dedicated to the organization of private events for VIP clients, senior managers, and French or international dignitaries. It also assists brands through support and optimization of their public and external relations.

This service, led by H el ene Ribault, Director of PRIVATE, completes the expertise of the agency Havas Event in the premium and luxury sector.



The three channels of the group France M edias Monde broadcast worldwide from Paris, in 14 languages. Their focus on France helps them to stand out from the landscape of major international media.

The wealth of international news broadcast by RFI, France 24 and Monte Carlo Doualiya every day is accompanied by programmes on our country's heritage, culture and economy. These news and magazine programmes, which are broadcast by all of the group's radio and television stations, 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 M edias Monde is also involved in partnerships, cooperation projects and initiatives to promote the French language, which help to showcase France and its leading players.

## TV5MONDE

### The global French-language cultural channel

Present in over 200 countries and territories, broadcasting around the clock to 260 million connected households, TV5MONDE offers multiple coverage of international news and a very wide variety of programmes (films, television dramas, documentaries, entertainment, magazines, music, programmes for young people, sport, etc.), often subtitled in 12 languages. As the leading broadcaster of French-speaking cultures, TV5MONDE features the art of living and in particular, gastronomy, on all its channels, with programmes such as *Epicerie fine*, presented by Michelin-starred chef Guy Martin, *Qui sera le plus grand p atissier ?* (France 2), *Escapades de Petitrenaud* (France 5), etc.

On 8 April 2015, it will launch TV5Monde Style, a themed channel dedicated to promoting, displaying and spreading French expertise, talent and riches throughout Asia, Oceania, the East and the Persian Gulf.

TV5MONDE is a partner of the Go t de / Good France initiative, during which it will broadcast the programme *Good France* (produced by Compagnie du Belv ed ere), which focuses on one restaurant/one chef in France and abroad, to share and promote French cuisine worldwide. It will also give significant coverage to the event of 19 March, in Versailles and the countries that will hold French-style dinners that day in restaurants and French embassies.

For more information, visit <http://www.tv5monde.com>



JCDecaux is the number 1 outdoor advertising company in the world, present in 3700 cities with more than 10000 inhabitants and more than 60 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 Go t de / Good France and participate in the global renown of France's gastronomy, which is a national emblem.



## PRACTICAL INFORMATION

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



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



Identifiant : Good\_France



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

### PRESS CONTACTS

**Pierre Laporte Communication**

**+33 (0)1 45 23 14 14**

Laurence Vaugeois : [laurence@pierre-laporte.com](mailto:laurence@pierre-laporte.com)

Frédéric Pillier : [frederic@pierre-laporte.com](mailto:frederic@pierre-laporte.com)

Sarah Plessis : [sarah@pierre-laporte.com](mailto:sarah@pierre-laporte.com)

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**Christine Delterme**

**+33 (0)6 60 56 84 40**

[c.delterme@wanadoo.fr](mailto:c.delterme@wanadoo.fr)