



LUBERON COEUR DE PROVENCE TOURISM

www.luberoncoeurdeprovence.com

PRESS KIT 2017



Editorial

LUBERON COEUR DE PROVENCE

An exceptional destination near the most beautiful sites

A unique area, revitalising and full of discoveries.

Luberon Coeur de Provence lies in the hills of the Luberon range and the Monts de Vaucluse highlands. Two of the most beautiful villages in France (Gordes and Lourmarin), stunning villages built into the hillsides, on the hilltops or amidst vineyards, white oak and olive groves, and the town of Cavaillon all combine to offer a wide range of attractions.

Luberon Coeur de Provence lies one hour from the Marseille-Provence airport and 45 minutes from the TGV train stations in Avignon and Aix-en-Provence. Easily reachable from the A7 motorway which runs to the west of Luberon Coeur de Provence and from the A51 motorway to Pertuis which borders Luberon Coeur de Provence to the south.

Here you feel the full meaning of Life in Provence, where each moment is a unique experience. An elegant hotel, a warm and authentic B&B, gourmet restaurant, colourful markets abounding with local fruits and vegetables, walking trails from one hilltop village to another, a cool drink by the poolside, visiting a local chateau, an evening concert under the moonlight ...

We can share with you what you long for most ...



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Seven reasons to explore Luberon Cœur de Provence in 2017!

An Exceptional Destination

Luberon Cœur de Provence is a destination with high-quality services in an area of outstanding beauty.

In the Heart of Provence

Experience the magic of Provence with each unique moment. Here you are close to major touring sites in Provence: Avignon, Aix en Provence, St Rémy de Provence, Pont du Gard, Marseille, the Calanques ...

A Cluster of Provençal Villages

Two of the most beautiful villages in France (Gordes and Lourmarin) plus a host of stunning small villages connected by scenic country roads.

A Range of Upmarket Accommodations

From the most deluxe of French hotels to charming family gîtes, share in unforgettable memories. Much more than places to stay, experience restorative rest and relaxation.

Sheer Pleasure for Gastronomes

Luberon Cœur de Provence is a land of authentic flavour. Olive oil, wine, fruit and vegetables abound and inspire chefs who prepare legendary Provençal cuisine.

Paradise for Outdoor Activities

Let yourself go. Mountain-biking, climbing, via ferrata for challenge-seekers; family cycling paths, hiking, canoeing. Countless outdoor activities strong on emotion and beauty.

Clear Advice for Wonderful Stays

The Luberon Cœur de Provence Tourism Office is at your service to help organise your individual or group stays.

www.luberoncoeurdeprovence.com



TOWN AND VILLAGES

Sixteen towns all sharing
in the history of Provence

Close-up on Gordes, Cavaillon and Lourmarin

Villages in Luberon Coeur de Provence

One very special feature of the villages in the Luberon range is that they are built on the hilltops or into the slopes of the Luberon and the Monts de Vaucluse. Whatever village you may decide to explore, you will find yourself with a panorama over the valley or amidst olive groves, vineyards and shrub oak. The views from the perched villages are unique. They take your gaze to the most celebrated ranges in the south of France: the Luberon, Mont Ventoux, the Dentelles de Montmirail, Alpilles, and Sainte Victoire mountain...

Our 16 towns, all now part of the Luberon Natural Regional Park, have all preserved their historical village centres. The characteristic architecture of the stately homes in the village centres, the farmhouses and bastides in the surrounding countryside are emblematic of southern France.

History has left its imprint on the villages and their surroundings. Vineyards and olive trees, which continue to shape the Luberon countryside, were first planted by the Greeks and the Romans (Cavaillon, the Via Domitia...). Since ancient times, this area has undergone many different influences including the arrival of the Popes in Avignon, the Waldensians who came from the Piedmont and peopled the countryside, Jewish populations protected here in 4 major cities in Vaucluse, the mighty waters of the river Durance, once known as the plague of Provence (as the Parlement in Aix was also called), mining of the limestone which makes up the local ranges, the channelling of the waters of the Durance to irrigate crops throughout Provence...

After the Second World War, the sunlight and climate in Provence began drawing increasing numbers of artists inspired by the perspectives and the very special light here. They created works that have since made history. They contributed to giving new life to the villages which had been left to their own fate after village inhabitants left for the valleys or the cities.

THE WALDENSAINS IN THE LUBERON

The Waldensians were a group of people who followed the teachings of Valdès (Pierre Valdo), who founded a religious group in 1170 christened "Les Pauvres de Lyon". The movement was excommunicated by the Church in the late 1100's yet Waldensians continued to spread towards Italy and Austria, among other places.

There were large communities of Waldensians in the Piedmont, an area Provençal feudal lords turned to seeking new inhabitants to work their soil and populate villages which had fallen on hard times due to plague, famine or pillaging.

In 1532, the Waldensians adopted the ideas of the Protestant Reformation. In 1545, the Parlement in Aix ordered the Protestant Waldensians in the Luberon to be massacred in the town of Merindol. The massacre killed 3,000 people in five days, devastating 24 villages in the Luberon including Merindol, Cabrières d'Avignon, Lourmarin, Puyvert and Lauris. In Oppède-le-Vieux lie the ruins of the chateau of Baron Meynier d'Oppède, who commanded the massacre.

Among our 16 towns, two villages have been ranked as "Most Beautiful Villages in France": Gordes and Lourmarin. Close by, between 10 and 30 minutes' drive, are other Most Beautiful Villages in France such as Roussillon, Ménerbes, Vénasque and Ansouis! Six of the Most Beautiful Villages in France in such close proximity tells you something about the beauty of the architecture and landscapes in the area...

Consider too that the village of Oppède-le-Vieux has been ranked as "Outstanding heritage site" which entails historical, architectural, archaeological, or artistic importance.

GUIDED VISITS ALL SUMMER LONG

For better understanding of the area, local life and history, our Office offers several guided visits each week in the villages of Gordes, Oppède-le-Vieux, Lourmarin, Lauris, Cavaillon ...

Off-the-beaten path: Gordes by night with a lantern every Friday evening in July and August

Cavaillon

Cavaillon was founded by the Greeks, taken over by the Romans and then became an episcopal city in the Middle Ages. Cavaillon is home to many vestiges of its past: the cathedral, the Synagogue with Provençal architecture unique the world over, the Agar mansion (private home built atop Roman baths, with a Renaissance style ceiling) ...

Cavaillon, long famous for its famous cantaloupe melon, known as the “fabuleux melon de Cavaillon” and its renowned weekly fruit and vegetable market has developed into a contemporary city with a definite emphasis on nature. The hill in Cavaillon is home to a Via Ferrata that can be reached on foot from the city centre, as well as 250 climbing routes and hiking trails.

Don't miss in Cavaillon (Synagogue, Chapel of St Jacques, St Véran Cathedral, Archaeological museum – undergoing renovation, Agar mansion):

<http://www.luberoncoeurdeprovence.com>

Info on climbing and the Via Ferrata:

<http://www.luberoncoeurdeprovence.com>

The city of Cavaillon lies nestled at the base of the Hill of St Jacques, a hill reaching 180m altitude that is separated from the rest of the Luberon lying 4km further east.

The Hill of St Jacques was the very foundation of Cavaillon, home to the first human settlements.

Cavaillon has direct connections to the A7 motorway and is an ideal gateway to the Luberon.

The JEWS AND THE POPES*

During the Middle Ages, the Jewish community often held important positions and was an integrated part of the local population. This situation however began to deteriorate in the 14th century when King Philip the Fair banished French Jews, then in 1495 when King Charles VIII drove them from Provence. The Comtat Venaissin, which was papal territory, remained a haven.

The Jewish population was allowed to remain in the cities of Cavaillon, Carpentras, l'Isle sur la Sorgue and Avignon. This tolerance was only relative however for the Jews had to wear a distinguishing sign and as of the 1600's they were obliged to live inside of the *carriera* (Provençal word for the street). It was only in 1791, when the Comtat Venaissin became part of France after the French Revolution, that the status of citizen was granted to all, and Jews were able to come out of the *carriera*.

*(Source: « Le patrimoine Juif de Cavaillon », Service du patrimoine and des museums de Cavaillon)

SYNAGOGUE

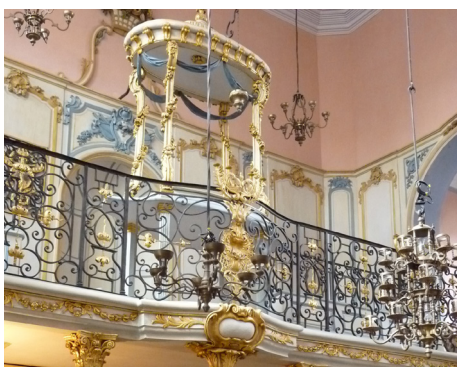
The Synagogue is located in the very heart of the former *carriera* or Jewish street in Cavaillon. It was rebuilt between 1772 and 1774 on foundations from the 1400's and consists of two separate volumes connected by an outside staircase. The Synagogue is a place of worship, a school and a community assembly place, living testimony to the community life of the “Papal Jews”.

The lower part held the school for women and was also home to the ritual oven, restored in the 1700's to its original state, and the table where the unleavened bread (*matzo* or *coudolles*) was kneaded and rolled out.

The upper part was reserved for men. This surprising space shows elaborate and precious décor which emphasizes the architectural features of the Judeo-Comtadin model.

The Agar mansion holds exhibitions twice a year that combine contemporary art and Provençal art in the original rooms of this historical monument.

www.hotel-dagar.com



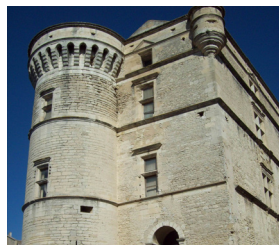
Gordes



Gordes lies in the Monts de Vaucluse, facing the Luberon range. Gordes is a perched village and can be seen from afar. As you approach, the chateau and the large church come into view. These beautiful buildings seemingly stand guard over rows of homes built into the hillside. The magnificent vision of this harmonious village has drawn travellers from around the world and justifiably so.

To truly sense the magic of Gordes, it is good to take your time and to explore off the beaten path. Visit the cellars of the Palais St Firmin to understand the rock dwellings that were so important at one time. Go down into the Quartier de Fontaine Basse and imagine the busy activity that drove this neighbourhood in the 1700's. Tanners, leatherworkers (there were 400 shoemakers in the early 19th century) silkworm raising, wool carding ...

Recent past to explore: the village of Gordes experienced a renaissance in the 1950's due to visitors and artists who fell in love with the village, its architecture and its wonderful light. Illustrious painters such as André Lhote, Marc Chagall, Jean Deyrolle, Victor Vasarely, Pol Mara ... found their inspiration in Gordes and contributed to its revival. The Chateau de Gordes was home to the Vasarely museum for over 20 years between 1970 and 1996. The Pol Mara was housed in the chateau up until 2011



Today the château is used as exhibition space where sculptors, painters, photographers and illustrators are displayed year in and year out.

In 2014, the photographer Reza was the subject of an exhibition. In 2015, the spotlight was on the chandelier-maker Régis Mathieu and photographer JC Ballot. 2016 was the year of Vasarely and in 2017, work by illustrator George Wolinski will be proudly displayed from June to October.

WOLINSKI

All summer long, our Tourism Office organises guided visits of Gordes in French and in English, several times a week.

*Off-the-beaten path!
Every Friday evening in July and August, guided exploration of Gordes after dark, with a lantern.
Every other Friday the visit includes the cellars at the Palais St Firmin. The cellars are open exclusively for our group, with access to the gardens at the Palais, and at our special discount rate.*



Lourmarin

Built on the south-facing slope of the Luberon, the village of Lourmarin is one of the most beautiful villages in France. The lovely skyline of the perched village, built atop a small spur at the base of the Luberon range, is peaceful and harmonious.

Visitors can explore three different ambiances in the village. The most central and oldest part of the village is a network of narrow winding streets at the top of the village, leading to the church.

The current heart of the village winds around this historical centre. Cobblestone streets, lined with plane trees, narrow village streets with shops and art galleries, graceful squares with running fountains, and sidewalk cafés & restaurants ...

Then, along the edge of the village stands the château surrounded by meadows, olive trees, cherry trees and pine.

LA FRUITIERE NUMERIQUE

This digital space is set up in the former fruit and vegetable cooperative in Lourmarin, a space covering 3200m² of buildings and outdoor areas. The Fruitière Numérique is a contemporary adventure that got underway in 2014. It is a cultural venue for brainstorming and creativity, a place of intellectual production and learning, where people can discover, exchange and come together for all things digital. It serves as a seedbed for the transfer of digital knowledge and is open to all – individuals, companies, schools, associations, local government...

The Fruitière Numérique entails a fab lab, meeting space, co-working premises and Internet access.

<http://www.lafruitierenumerique.com>

Farmers' market on Tuesday evenings from March to December, with culinary events in summertime on the platform.

Lourmarin is lively and lovely all year long, due in part to the many cafés, restaurants and shops. The Lourmarin château is also a driving force for the appeal of the village for throughout the year concerts, performances and guided tours take place there.



Several artists have come under the spell of Lourmarin and decided to take up residence. Two famous writers are among the most illustrious residents: Henri Bosco and Albert Camus.

Henri Bosco discovered Lourmarin in 1922 thanks to Robert Laurent Vibert, who purchased and restored the chateau in the 1920's. Albert Camus arrived in Lourmarin in 1958 to settle there with his family. Camus' presence continues to inhabit the various places in the village that were part of his daily life. Henri Bosco and Albert Camus are buried in the cemetery in Lourmarin.

Historical guided tours of the village at set times in June, July and August.

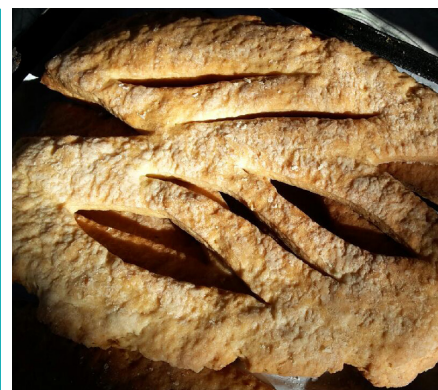


LE GIBASSIER

The Gibassier is a pastry. The shape is similar to the traditional pompe à huile but the texture is crunchier, less brioche-like. The Gibassier is a tradition in the southern Luberon and was taken along by hunters and shepherds when they struck out for the woods and the pastures.

The cake-like gibassier held up well for days, and was stored in their gibassier, or game bag, which gave rise to this delicious pastry's name.

La maison du gibassier - rue Savornin





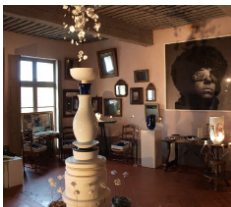
SITES and MUSEUMS NOT TO BE MISSED

CAVAILLON

Synagogue: A masterpiece of Comtadine art, the synagogue was rebuilt between 1772 and 1774 on 15th-century foundations. It stands in powerful testimony to the community life of the Jews who were under Papal protection.



Cathedral of Notre Dame and Saint-Véran: the early church dates from the late 11th century and was enlarged over time. The choir is capped by a cupola with a 13th-century octagonal bell tower. Splendid small cloister.



Agar Mansion (Hôtel d'Agar): private home built atop ancient Roman baths, evolved with the history of the city of Cavaillon over the centuries. Home to two temporary exhibits each year.

Also see: Chapel of St Jacques at the top of Saint Jacques hill (guided visits in summertime), the chapel of the grand convent (exhibitions in summer) and archaeological museum (currently undergoing restoration).

GORDES

Chateau: exhibitions in the summertime in the castle rooms. A registered historical monument since 1931

*Exhibition summer 2017
Retrospective Wolinski*



Cellars at the Palais St Firmin: buried cellars that were dug into the rock and used during the Middle Ages for the different artisan activities in Gordes. Visit with audio guide (10 foreign languages): Open April to October.

<http://caves-saint-firmin.com>



Borie Village (3km from Gordes): a set of drystone architecture huts that were used for farming purposes, built in the 19th century and restored in the 1960's.

<http://levillagedesbories.com>

Abbey of Senanque (5km from Gordes): An active Cistercian monastery founded in 1148 in the Senancole river valley. Guided tours in French.

www.senanque.fr

Don't miss: Moulin des Bouillons museum and museum on the history of glass and stained glass, 4km from Gordes: the oldest olive oil mill still intact and collection of objects presenting the history of glass since the beginning to the present day + monumental works in glass by Frédérique Duran.

www.musee-verre-vitrail.com

COUSTELLET

Lavender Museum: learn about true lavender and follow its existence from the crop in the fields through to the extraction of essential oil. Audio guide visits (10 foreign languages). Boutique with Chateau du Bois cosmetic products, made with lavender from the estate.

www.museedelalavande.com

The Lavender Museum is one step along the "Lavender Roads" route

www.moveyouralps.com/fr/routes-de-la-lavande



Lavender is distilled in the Museum garden. This activity recalls the excitement of when itinerant distillers arrived with their stills in the villages to distil the local lavender.

*1 July to 25 August 10 to 12
2 to 6 except on Saturday.*

Free – separate from the museum visit

LAURIS

Couleur Garance – Dye-plant conservatory garden

This garden is planted with plants that contain colouring matter used in dyeing and in pigments. An informative path throughout the garden guides visitors through the 50 beds filled with useful plants, rare plants, Provençal plants and other plant themes. Open from May to October. Shop open all year long.

Ranked as a "Jardin Remarquable".

www.couleur-garance.com



Mark your calendar!

October 6 to 8 2017: International forum on plant dyes.

October 6th is reserved for professionals. October 7 and 8 open to the public.

LOURMARIN



Chateau de Lourmarin.

Built in the 15th century atop where a 12th-century fortress once stood. The castle also has a Renaissance wing built in the 16th century. In the 1920's, after years of deterioration, the Lourmarin château was saved from demolition by Robert Laurent Vibert, a businessman from Savoie who fell in love with Lourmarin and its chateau, which he purchased in 1920 and restored from 1921 to 1923.

Robert Laurent Vibert's life was cut short by an automobile accident in 1925. His will left the chateau to the Academy of Sciences, Agriculture, Arts and Belles Lettres in Aix-en-Provence, which created the Robert Laurent Vibert Foundation, a cultural institution which provides summer artists' residences at the château, and sponsors concerts, conferences and exhibitions all year long.

www.chateau-de-lourmarin.com



OUT and ABOUT

Walking

Cycling

Other outdoor nature activities

New in 2017

WALKING

Walking in the Luberon and the Monts de Vaucluse is a great way to experience both nature and history. Hiking paths criss-cross the region in all directions. There are marked hiking trails conducive to challenging hikes, and to walks with the family and among friends. If you are up for a longer hike, you can cross the Luberon/Monts de Vaucluse area from north to south or east to west in two days.

Follow the GR (grande randonnée hiking trails) 6/91/97, the GR for the Monts de Vaucluse area and the sentier de la Peste (trail along the Plague wall) to explore the countryside here. Pilgrims on the Saint James's Trail also follow a path through the plains...

The LUBERON REGIONAL NATURAL PARK

Luberon-Monts de Vaucluse lie in the very heart of the Luberon Regional Natural Park (PNRL), inhabited rural territory of outstanding beauty, recognized for the quality of life, heritage and scenery.

The park covers 1,850 km²; altitude varies from 70 meters to 1,125 meters at the peak of Mourre Nègre in the Greater Luberon range.

The Luberon Regional Natural Park is one of 7 natural regional parks in Provence-Alpes-Côte d'Azur.

Would you prefer a guide?

Professional guides can accompany you all year long, for sporty hikes, hikes with an emphasis on botany, on geology or other. Find the guide you need at: www.luberoncoeurdeprovence.com/bouger/loueurs-accompagnateurs

Guided walks from the Tourism Office

Guided itineraries are organised in season to observe the local fauna and flora
Contact the Tourism Office at
04 90 71 32 01



CHEMIN DES PARCS

In the PACA region, the Regional Natural Parks have worked together to develop an app and a Web site to promote hiking, cycling and horseback riding in the parks.

In the Luberon Park, the Luberon Coeur de Provence Tourism Office has taken an active role in establishing hiking itineraries and directions.
<http://www.cheminsdesparcs.fr>

CYCLING

Cycling along the winding roads and trails in Provence is sheer pleasure to be enjoyed with friends, family or on one's own. Timeless scenery unfolds before your eyes, stunning villages lie close at hand, perfect for a visit or a refreshing drink (along the cycling path villages are at a distance of 3 to 10km maximum). Crystal-clear air and good weather 300 days a year!

Mountain-biking: the great cross-Vaucluse trail goes through the Gordes area, and the great cross- Luberon trail includes several villages in Luberon Coeur de Provence. These are technical itineraries for those looking for a challenge.

THE CALAVON VELOURUTE

This bike path, known as the "Véloroute du Calavon", is perfect for families. It is an 8-kilometre greenway on the former railroad tracks between Robion and Les Beaumettes. The trail continues in the direction of Apt for a total of 36 km reserved and secured for bicycles and roller sports.

LUBERON A VELO - CYCLING THE LUBERON

The 236-km Luberon à vélo touring itinerary winds 63 km through the Luberon/Monts de Vaucluse area along beautiful country roads that meander from village to village.
www.veloloisirprovence.com/fr/luberon

BICYCLE RENTAL & SALES

Mountain bikes, road bikes, city bikes ... all kinds of bicycles can be rented or purchased in Cavaillon and Coustellet. Many accommodations providers can also provide you with a bicycle. Now you can also rent or purchase electric bicycles - a great way to pedal through the area without having to overdo your effort. Uphills are easier, longer distances are possible with electric bicycles.

www.luberoncoeurdeprovence.com/bouger/loueurs-accompagnateurs

VIA FERRATA and CLIMBING in Cavaillon

The Via Ferrata in Cavaillon was created in 2013, and can be reached on foot from the city centre. The Via Ferrata has two separate itineraries - La Via Natura, designed for people who are not subject to dizziness and who are over 1.30 meters tall, and the Via Souterrata, a more athletic itinerary strong on sensations as you go through caves and cliffs in an original way.

The cliffs on St Jacques hill have 276 climbing routes for climbers. Get the climbing map, on sale at the Tourism Office.

OTHER OUTDOOR NATURE ACTIVITIES

Canoeing, ziplining, hikes with donkeys, horseback riding ...

www.luberoncoeurdeprovence.com

AND ...

ESCAPADES IN CITROEN 2 CV AUTOMOBILES

The famous "deux-chevaux" from Citroën is an iconic car. Here, with your very own driver or with yourself behind the wheel, you can roam the area in vintage 2CV cars, for an unforgettable experience. Colourful 2CV are available for team-building activities, for the two of you, with the family or a group of friends. Not to be missed for a fun and amazing outing.

www.2cv-provence-location.fr

www.location-deuche-forever.com

NEW IN 2017

Opening of the Luberon Time Out Escape Game in February 2017 in Robion. The very first life-size escape game in Vaucluse, right here at the base of the Luberon range. 3 rooms, 3 riddles, 1 hour to get away. A real challenge, to be faced together with your friends (2 to 6 persons).

<http://luberon-timeoutescapegame.com>



REDISCOVERING TASTE

Tasting our wines
Marketing
Original wine ideas – Vineyard walks
Melon - Olive oil
Sweet treats



Come taste our wines

AOP* Luberon, AOP Ventoux, IGP Vaucluse**: in Luberon Monts de Vaucluse, the vineyards are prolific and are a member of the family of Rhône Valley wines.

Reds, rosés and whites are all produced on this light, chalky-sandy soil which gives the grapes their very own particular expression.

Also part of our terroir is the gorgeous Mediterranean climate so conducive to ripening, and the slight altitude which cools the air at night ... giving precious rest time to the grapes after the intensive sunshine that enhances their daily growth.

Our wines are fleshy, they are supple. Different varieties give rise to different characters. There's lots of lively freshness, and fruity, floral notes in the whites and rosés. Peppery notes, and aromas of spice and liquorice developing notes of truffle and leather distinguish the red wines. Local Luberon wines, perfect for times of fun and friendship.

Luberon winemakers are happy to welcome your visit and have you taste their wines on the estate; they can provide counsel on what wine goes with what dish. Some winemakers propose tasting workshops or classes, providing in-depth information on types of grapes, blends, food and wine pairings, wine and cheese, wine and chocolate ...

OUTDOOR MARKETS

The flawless sunshine in Provence is one of the reasons behind the flavourful fruits and vegetables you can find on all the markets – evening farmers' markets, the Coustellet market on Sunday morning and Wednesday evening in the summer – directly at the farms, and of course in the restaurants!

Fruits and vegetables picked that very morning, or perhaps the evening before, to be ready to for the first shoppers. These are fruits and vegetables with lots of flavour. Velvety juicy peaches, firm bright cherries, lovely picked-when-ripe strawberries. Here, the flavour is on a par with the beauty.

The bigger farmers' markets run from April to late December.

Other smaller markets take place from June to September, often in the early evening. Small markets also set up in village centres, the perfect place to "do your shopping" and stop for a coffee among friends, or the evening aperitif ...

FUN AND DIFFERENT WINE EVENTS

Magical moments at the wine estate, great for meeting people and tasting wines:

- Tapas/rosé evenings in the summer, wine/casserole evenings in the winter, at Domaine des Peyre in Robion
- Concert/performance events at Chateau La Verrerie in Puget
- Themed evening events (rosé, masquerade, collector cars are examples...) at Domaine Tourbillon in Lagnes ...
- theatrical tasting evenings at Domaine de Fontenille in Lauris ...



DOMAINE TOURBILLON

In 2015, this family estate producing Côtes de Rhône, Chateauneuf du Pape, Plan de Dieu and Gigondas wines, opened a contemporary venue devoted to wine and special events. There's a shop, a tasting room, a meeting room and other indoor space. Outside, the beautiful big courtyard is lit up at night, which creates interesting plays on lights with the 200-m² seminar room.

www.domaine-tourbillon.com

VINEYARD WALKS

In the town of Oppède-le-Vieux, local winemakers were among the first to create a vineyard walk through the vines around Oppède. Explanatory signs, beautiful views, this long-established vineyard walk takes approximately 1 and a half hours.

At the Chateau de la Verrerie in Puget-sur-Durance, the vineyard walk lies entirely on estate land around the wine cellar. The itinerary is open to all, whether you want to purchase wine from the cellar or not. Explanatory signs describe vine-growing and wine-making. You can also combine this walk with a detailed visit of the cellar and a wine-tasting!

Starting in 2017, two other estates: La Garelle in Oppède and Fontenille in Lauris, also propose a walking circuit in their vineyards, starting from the wine cellar.





Olives and olive oil

Visit the oil mills, drink in the fragrance of freshly-pressed oil, stroll through the olive groves, taste tapenade (the Provençal specialty of ground olives with garlic, anchovies and capers)...

Olives are picked in November and December.

They go to the mill to make oil or they are prepared for eating. It takes between 5 and 8 kg of olives to make 1 litre of oil. The olives gathered in early November make oil with a green taste, known as "le fruité vert".

Olives picked late in the season give oil with a ripe, or black-olive taste, known as the "fruité noir". The Aglandau variety of olive is the most widely-grown in this area. Olive oil made from the Aglandau is pungent and powerful, yet mild.

Olives also go into making tapenades, brined olives and other delights for apéritif and picnic time. Many different varieties of olives go into making these specialties, including Picholine, Tanche (olives from Nyons), Salonenque (Salon de Provence), Grossane (Baux-de-Provence)...

Check out the olive oil mills at www.luberoncoeurdeprovence.com

OTHER SWEET TREATS

The abundance of fresh fruit has led to many sweet treats including jellies, jams and candied fruits.

The "Confitures de la Roumanière" are a good example of excellent local jams. They are made in the traditional old-fashioned way, with no preservatives or colour added and generally contain an average of 65% fruit. The "Confitures de la Roumanière" belong to the Order of the maîtres confituriers of France" and have been awarded the "Qualité Tourisme" label. The company is located in Robion.

www.laroumaniere.com

For candied fruit, come one and all to the small village of Les Beaumettes where the Rastouille family has been crystallising fruit for generations. A wide range of candied fruits including strawberry, peach, pineapple and ginger. These candied fruits are made in the traditional manner, slowly and painstakingly in a cauldron, by talented artisans.

<http://www.fruits-confits-apt-confiserie.fr>

Melon

Melon is synonymous with Cavaillon, just as nougat is with Montélimar...

Melon is emblematic of the region, and has long been a significant economic driver for the farmers in and around Cavaillon.

Melon originated in Africa, and was already known to and appreciated by the Greeks and the Romans in ancient times. The earliest mention of melon found in the archives in Cavaillon dates from 1495.

The weather conditions in Provence are just about perfect for growing sweet delicious melons. Starting in the late 1800's, shipping of melons from the city of Cavaillon gave rise to new impetus in melon-growing and in the development of the railroad.

Cavaillon became the central hub for shipping melon grown throughout Provence. Farms grew and expanded, new crops were added and the city became an important business centre. The reputation of the "melon de Cavaillon" was solidly established.



Jean Jacques Prévôt, restaurant owner and Michelin-starred chef, has made melon the main source of inspiration of his seasonal cuisine. Chef Prévôt is known internationally for his melon dishes, including the famous "Le melon cocotte au homard", or melon with lobster...

www.restaurant-prevot.com



Master chocolate-maker Yannick Jaumes has created a chocolate specialty based on melon known as la melonette. This exclusive product features a smooth ganache with melon, and has been trademarked since 1995.

www.etoile-delice.fr

Also ... meringues with melon from the Chocolaterie Jarry
www.maison-jarry-cavaillon.fr



TASTE and REMEMBER

By rolling up your sleeves ...
Dining with Michelin-starred Chefs
Place your trust in Provençal chefs
Bistrots de Pays

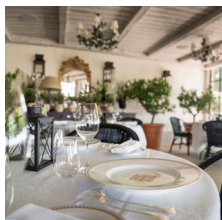


BY ROLLING UP YOUR SLEEVES ...

Macaroons, tapenade, melon granité, ratatouille, lamb in crust, aspic of asparagus Cooking with a chef in his or her restaurant kitchen means guaranteed learning, unique memories and recipes to take home and share ... A rather tempting opportunity is it not? Restaurant chefs outdo each other with ideas and venues to entice amateur chefs into trying their hand. Some chefs even take you marketing with them to select the ingredients you will work with.
www.luberoncoeurdeprovence.com/savourer/cours-de-cuisine

DINING WITH MICHELIN-STARRED CHEFS

One star for Jean-Jacques Prévot, in Cavaillon, the melon specialist. A family, a passion, a story to tell... This former melon trading counter, founded in 1866, was transformed into a restaurant by the Prévôt family in 1981. The elegant dining room, with its refined décor and soft warm colours, is the setting for tasting the chef's favourite product – the melon, the star of Cavaillon. Melons are also the theme of the unique collection of rare objects decorating the restaurant.
www.restaurant-prevot.com



One Michelin star in Gordes, awarded to the restaurant "Les Bories", and chef Grégory Mirer. Chef Mirer explores the wealth of diversity in the Provence-Alpes-Côte d'Azur region and the gorgeous products cultivated in Provence, a terroir the Chef loves to work with and reinvent, giving new twists to classic dishes while retaining the essence of each product he uses.
www.hotellesbories.com



Another Michelin star in Gordes, to the Palace Hôtel "La Bastide de Gordes". Chez Pèir, the restaurant where iconoclastic triple-starred chef Pierre Gagnaire pays tribute to Provençal gastronomy, featuring baby artichokes, bavaroise of sweet peppers and mint, poached blue lobster, wild rice from Camargue, poutargue... Léo Forget, from Le Balzac, works with Pierre Gagnaire in this new adventure. For this flagship of French gastronomy, the tables are set with all the verve of the castles of the past.
www.bastide-de-gordes.com

PLACE YOUR TRUST IN PROVENÇAL CHEFS

Many other restaurants, locally known and appreciated, are well worth discovering in the area. Discover new takes on Provençal atmosphere, contemporary approaches, yet always full of warmth and magic touches.

The Chef Jérôme Faure has just been awarded with a Michelin Star, for his work at the gourmet restaurant Le Champ des Lunes in Le Domaine de Fontenille in Lauris. The chef offers two different menus following the seasons, mixing land and sea, he likes to associate flavours, textures and play with spices to create surprises.

A "Bistrot" version of his gourmet restaurant exists, called La Cuisine d'Amélie, where people can enjoy some of the Chef's signature dishes.
www.domainedefontenille.com



A "Bistrot de Pays" is a café open all year long located in a small rural village. The bistro keepers propose local, family-style cuisine, working most often with seasonal products and local recipes.

In the Luberon Coeur de Provence area there are two very welcoming Bistrots de Pays. One – L'Imprévu – is in Les Beaumettes and the other – Les Poulivets – is in Oppède.



SLEEPING and GETTING A NEW LEASE ON LIFE



In Luberon Coeur de Provence, top-quality accommodations offer a warm welcome far from the madding crowd. Subtle, discrete accommodations in the centre of the village, or in the countryside amidst the vineyards and olive groves, where peace and quiet reign, enabling you to get close to Provence.

Deluxe hotels and guest accommodations, beautiful farmhouses and bastides for holidays for the whole tribe, are available all year long in Luberon Coeur de Provence. Vary your pleasures with swimming pools in the summer, fireside in the winter. Hunting for mushrooms in the fall, and the tender new green growth during the first hikes in the springtime.

“The hotel, the chef” could be the motto of our hotelkeepers who provide everything you need during your stay, including outstanding meals.

SPAS and RELAXATION:

Take your time, sit back and enjoy the peace and quiet that comes with the luxurious spaces where you do yourself so much good. Spas, massage, relaxation, yoga classes. These and other offers are proposed in many hotels:

www.hotellesbories.com: spa & well-being space

www.bastide-de-gordes.com: Spa Sisley. Totally renovated and enlarged in 2017.

www.hotelbastide.com: Beauty treatments

Le Petit Palais d'Aglaé, in Gordes, will open their spa in April 2017.

A PALACE HOTEL



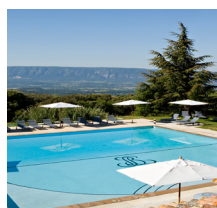
La Bastide de Gordes

Overlooking the beauty of Gordes, with breath-taking views over the Luberon and the Alpilles ranges, La Bastide de Gordes is the preferred hideaway for people looking for elegance, a sense of getting away from it all, and deep rest and relaxation.

34 rooms/6 suites - Leading Hotels of the World; Virtuoso; Signature

www.bastide-de-gordes.com

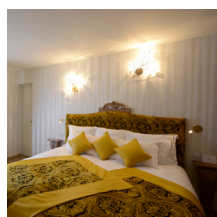
A 5* HOTEL



Les Bories, 5-star hotel and spa, and its gastronomic restaurant with 1 Michelin star, is located in the highlands of the village of Gordes, on 8 hectares of grounds planted with olive tree, cypress, green oak, lavender and aromatic herbs. 32 rooms/2 suites

www.hotellesbories.com

4* HOTELS



Four-star hotels include establishments overflowing with charm and comfort, grounds that are home to centuries-old trees, breath-taking views over some of the most beautiful villages in France, or a small number of rooms in a stunning historical farm ... All the 4-star hotels offer luxury and de-tailed attention to their guests.

In Lauris: www.domainedefontenille.com

In Gordes: <http://petitpalaisdaglae-gordes.com>

www.lafermedelahuppe.com

In Lourmarin: www.hotelbastide.com

Discover charming 3*** hotels and guest rooms in the countryside of Provence. Note L'Auberge de Carcarille which was recently awarded a new distinction by Logis de France: 4 cheminées, which means top hotel status, including +++-services in the rooms!

Appreciate also our campsites in forests or at riversides...

Different: tree houses and chalets in the woods

Gypsy caravans, houses in the trees and chalets in the woods offer all kinds of possibilities for spending some very different nights in Luberon Coeur de Provence.





LUBERON COEUR DE PROVENCE TOURISM OFFICE

PRESSE / PROMOTION

For all requests regarding press articles, photographs, contacts...

Contact : Anne Guillaumin - a.guillaumin@luberoncoeurdeprovence.com - +33(0)4 90 71 63 64

INCOMING DEPARTMENT

In partnership with local tourism professionals, groups and individual packages were created; tailor-made packages are also available on demand. Contact : Bianca Ogel - incoming@luberoncoeurdeprovence.com - +33(0)4 90 71 63 65

Five tourist information points for 16 villages

Head Office in Cavaillon - Place François Tourel - BP 70027 - 84301 Cavaillon cedex 1 - Tel +33(0)4 90 71 32 01

Gordes - Le Château - 84220 Gordes - Tel +33(0)4 90 72 02 75

Mérindol - Rue des écoles - 84 360 Mérindol - Tel +33(0)4 90 72 88 50

Lauris - Rue de la Mairie - 84360 Lauris - Tel +33(0)4 08 39 30

Lourmarin - Place Henri Barthélémy - 84160 Lourmarin - Tel +33(0)4 90 68 10 77

DIRECTION

Franck Delahaye - f.delahaye@luberoncoeurdeprovence.com

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