

# GOOD FRANCE

21  
MARCH

A  
spring celebration  
of French  
gastronomy



#GoutDeFrance #GoodFrance



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

PRESS KIT  
2019

5TH GOÛT DE FRANCE / GOOD FRANCE EVENT  
THURSDAY 21 MARCH 2019

EVENT ORGANIZED BY  
THE FRENCH MINISTRY FOR EUROPE AND FOREIGN AFFAIRS  
AND ALAIN DUCASSE

LAUNCH AT THE QUAI D'ORSAY  
ON 21 FEBRUARY 2019

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"French cuisine is present around the world because it offers without imposing.  
That's what gives it its strength and influence."

**ALAIN DUCASSE**



"Only the producer can explain where we are in the season. That's why communication with the chef is crucial."

**HÉLÈNE RÉGLAIN**

Quality Producer, La Ferme d'Artaud

"Chefs have an important role. Their decisions therefore have a significant impact and generate positive repercussions on tomorrow's resources. We should not stand by and do nothing but imagine a future together."

**ALEXANDRA COUSTEAU**

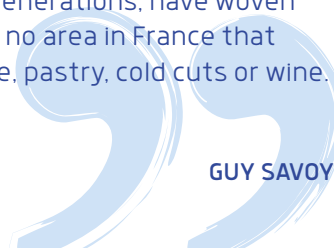
No More Plastic Foundation

"Good cooking listens to what our gardens have to tell us."

**SANG-HOON DEGEIMBRE**

L'Air du Temps, Belgium

"Our culinary heritage is unique in its diversity. Do we have the best culinary heritage? That is not what we are saying. One thing we all agree on is that it is unique with respect to its diversity, the quality of its products and the know-how of its surf and turf artisans who, over generations, have woven the incredible web of French gastronomy. There is no area in France that doesn't have a speciality of its own, be it chocolate, pastry, cold cuts or wine. And that's unique!"



**GUY SAVOY**



## FOREWORD BY JEAN-YVES LE DRIAN, MINISTER FOR EUROPE AND FOREIGN AFFAIRS



The Goût de France Good France event brings together on five continents chefs from every background to celebrate the vitality and creativity of French gastronomy.

A cornerstone of our heritage, gastronomy is a wonderful way to promote French regions, rural life and products. This year Provence and its art of Mediterranean living are being celebrated. In more than 150 French embassies and consulates across the globe, products and recipes from this beautiful destination will be showcased at just one dinner.

Since France intends to remain at the forefront of global environmental action,

we wanted this fifth edition to also honour sustainable cooking: chefs from all over the world will include a planet-friendly dish in their menu.

With the combined efforts of the French diplomatic network and chefs, a global influence-wielding strategy is being implemented to promote French values and to show that the men and women who perpetuate our gastronomy are firmly committed to meeting today's challenges.

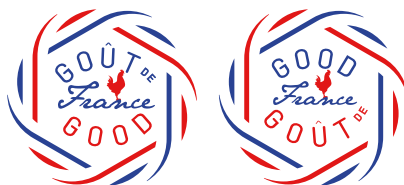
From 21 to 24 March, we will also celebrate all the fantastic things gastronomy has to offer in France. All over the country, tastings and workshops will be held in which professionals can share their talent. Several primary and secondary schools will hold events featuring sustainable food on 21 and 22 March. Lastly, on 22 March, UNESCO will host an international conference on good food for consumers' health and sustainable regional development. Through the participation of six ministries, it is the government on the whole that is taking action this year to make Goût de France Good France and French gastronomy even stronger and more visible.

Rendez-vous starting 21 March in one of the 150 participating countries!

**JEAN-YVES LE DRIAN**  
Minister for Europe and Foreign Affairs

## THE FESTIVAL

# GOOD FRANCE



On 21 March, Goût de France/Good France is back: the world's biggest event celebrates French gastronomy in more than 150 countries!

Across five continents and in 150 French embassies and consulates, chefs will propose their vision of a French-style dinner in an extensive programme celebrating sustainable cuisine. **A MENU FOR THE PLANET:** Each menu will feature dishes that are low in fat, sugar and salt, and reflect concern for "good food" and the environment.

On 6 March 2019, all participating restaurants will be presented on the [www.goodfrance.com](http://www.goodfrance.com) website. All over the world, everyone will be able to identify the participants in their country and city and discover the menu they will be able to enjoy on 21 March.

This year, Goût de France Good France has chosen to support the **No More Plastic Foundation** represented by Alexandra Cousteau. She will moderate a round table entitled **"Good Impact" on 22 March in Paris** on the problems of environmental and resource preservation, where she will be joined by chefs, scientists and business leaders.

**LA PROVENCE, destination of honour of Goût de France Good France**, will be showcased at the various events in France and abroad. For the first time, the Bouches-du-Rhône department and Provence Tourism are launching **MPG2019** (Marseille-Provence Gastronomie 2019): 1,000 events in a year of celebrations, meetings between chefs, gourmet markets, picnics, urban vegetable gardens and more - a genuine gastronomic journey through Provence!

And from 21 to 24 March, several festive and popular meetings will take place all over France. Banquets, tastings, picnics and workshops are places where professionals will share their talents, know-how and their regions with a broader public..

Rendez-vous at [www.goodfrance.com](http://www.goodfrance.com) and on Mapstr starting 6 March

At the **Goût de France/Good France** event, Mapstr will celebrate gastronomy with an interactive map including all the culinary events. Discover all the restaurants and events across the globe with their geolocations on the map.

*Mapstr is a mobile application with which you can very easily create an interactive map to indicate and share all your favourite addresses from all over the world.*

## A PLANET-FRIENDLY MENU



Following on from COP21 and the French National Food Conference (*Etats Généraux de l'Alimentation*), France is a forerunner of global environmental action. In 2019, Goût de/Good France, the leading event for sharing French gastronomy, is engaging in a more respectful treatment of the world's resources and to a **SUSTAINABLE CUISINE**.



Christopher Coutanceau ©pmonetta



San & Ben © Anthony Florio

# “WHITE PAPER ON SUSTAINABLE GASTRONOMY”

At a time of climate and environmental disruption, the world of gastronomy has a new fundamental role to play. In terms of health, the environment, the economy, culture, education and social relations, the restaurant world should shoulder new responsibilities to adopt a virtuous, sustainable and environmentally responsible way of working.

Drafted with the collaboration of some 30 environmentally committed French and foreign chefs, producers and suppliers, the White Paper on Sustainable Gastronomy recommends that those working in the restaurant industry should compile a list of problems related to this issue with six categories::

Provisions and the menu; waste, recycling and pollution (air, land, oceans); water and energy consumption, from building to the kitchen; ethics and health in the workplace; non-food products (cleaning, containers, packaging); and internal and external corporate communication.

In addition to taking stock of the situation in France and around the world, **this White Paper provides practical suggestions, concrete solutions, contact information and examples taken from various feedback.**

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

### COMMITTEE

**MAURO COLAGRECO** (Mirazur, Menton) • **SANG-HOON-DEGEIMBRE** (L'air du temps, Belgium) • **CHRISTOPHER COUTANCEAU** (Restaurant Christopher Coutanceau, La Rochelle) • **ALAIN DUCASSE** (Ducasse Paris) • **JULIEN DUMAS** (Lucas Carton, Paris) • **MANON FLEURY** (Mermoz, Paris) • **ERIC GUERIN** (La Mare aux Oiseaux, Saint Joachim) • **PHILIPPE HARDY** (Le Mascaret, Blainville-sur-Mer) • **CHRISTOPHE HAY** (La Maison d'à Côté, Montlivault) • **MICHAEL KLOETI** (Michael's on the Hill, United States) • **LORENZO LOSETO** (George Restaurant, Canada) • **VIRGILIO MARTINEZ** (Central, Peru) • **DAN BESSOUDO** (Table de Ventabren, Ventabren) • **ALESSANDRA MONTAGNE** (Tempero, Paris) • **FRANÇOIS PASTEAU** (L'Epi Dupin, Paris) • **MICHEL PORTOS** (Le Poulpe, Marseille) • **DAVID ROYER** (Castel Ac'h, Plouguerneau) • **NADIA SAMMUT** (Auberge La Fenièvre, Cadenet) • **PIERRE THIAM** (Yolele Foods, New York) • **ALICE WATERS** (Chez Panisse, Californie) • **DRIES DELANOTE** (Mille Couleurs, Belgium) • **GREGORY DELASSUS** (Ferme du Beau Pays, Borre) • **LAURIANE DURANT** (La Ferme du Vieux Poirier, Schopperten) • **ROLAND FEUILLAS** (Les Maitres de Mon Moulin, Cucugnan) • **PIERRE GAYET** (Domaine des Vernins, Dornes) • **ERIC JACQUIER** (Lac Léman, Lugrin) • **EMMANUELLE MARIE** (La Petite Laura, Granville) • **HÉLÈNE RÉGLAIN** (La Ferme d'Artaud, La Chapelle Saint Sauveur) • **JOËL THIEBAULT** (Maraîcher, Paris) • **STÉPHAN MARTINEZ** (Moulinot, Paris) • **ALEXANDRA COUSTEAU & ROSALIE MILLER MANN** (Fondation No More Plastic) • **CAMILLE LABRO** (Journalist) • **JUAN ARBELAEZ** (Yaya, Paris)

## THE MAJOR GOÛT DE FRANCE / GOOD FRANCE TRENDS AROUND THE WORLD

### The best represented countries to date for Goût de France / Good France 2019

- |   |                |    |                                  |
|---|----------------|----|----------------------------------|
| 1 | Poland         | 9  | Mexico                           |
| 2 | Greece         | 10 | Portugal                         |
| 3 | Brazil         | 11 | Indonesia, Norway, Turkey        |
| 4 | Denmark        | 12 | Russia                           |
| 5 | Vietnam        | 13 | Equator, Ghana, Morocco, Ukraine |
| 6 | United-Kingdom | 14 | South Korea                      |
| 7 | China, India   | 15 | Germany                          |
| 8 | South Africa   |    |                                  |

### The number of participating chefs has increased in several countries

**+50%**

Denmark, Bangladesh,  
Vanuatu, Zambia

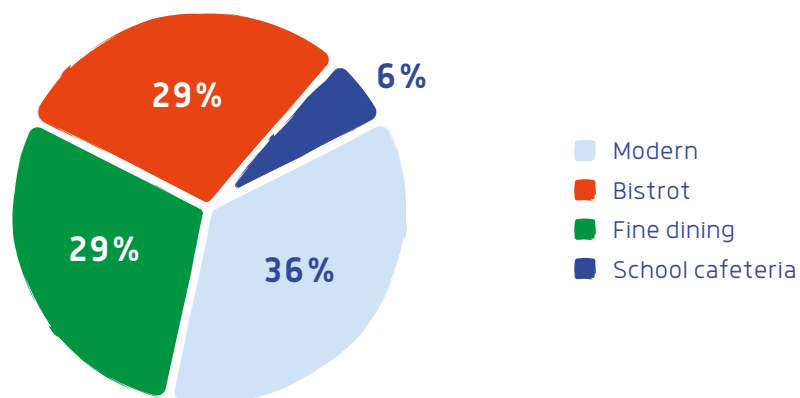
**+30%**

Togo, Armenia,  
Monaco

**+15%**

South Africa,  
Ghana, Lithuania

### The types of 2019 participating restaurants to date



### First-time participating countries

Papua New Guinea, Malawi, Brunei, Iraq and Barbados.

## OVERVIEW OF 2019 GOÛT DE FRANCE / GOOD FRANCE INITIATIVES

French embassies and consulates are participating in on the world's five continents to make Goût de France Good France a time of festivities rich in unusual initiatives!

### IN CANADA

In Montreal, in the Musée des Beaux-Arts, 9 French-Quebécois two-chef teams will pool their talent to help the general public to discover French gastronomy. The proceeds will be donated to the Tablee des Chefs charity, whose main mission is to feed people in need and to improve young people's cooking skills.

### IN NIGERIA

In Abuja, an impressive Provence-style dinner will be made by six Nigerian and French chefs and broadcast live as a cooking show on TV. Each chef will be given the challenge to use condiments, spices, herbs and vegetables that are found in both Provence and Nigeria in their dish. This is a wonderful opportunity to enjoy dishes mixing the two cultures.

### IN PORTUGAL

A big cooking competition is planned between hotel-and-restaurant schools of Lisbon, Porto, Coimbra, Lamego, Portalegre and Faro, which shows students' incredible interest in French gastronomy. Two chefs from Provence, Christian Etienne (Maison Christian Etienne, 1 Michelin star) and Christian Peyre (Domaine de Bournissac) will choose the winner and prepare the dinner at the French embassy.

In Porto this year, Goût de/Good France is participating in Porto Food Week: a great way to celebrate these two countries' culinary meeting of the minds.

### IN VIETNAM

The Instituts Français in Hanoi and Ho Chi Minh Ville are working to make Goût de/Good France a genuine festival of gastronomy. The programme includes a mini-fair on cooking schools in France, conferences on high-end gastronomy, on nutrition and on food safety, in addition to a photo exhibition. At the same time, the general public will discover the engagement of Goût de/Good France through gastronomic films and special reports.

### AU GREENLAND

For the first time, Greenland is going to participate in Goût de/Good France with the restaurants Ipiutaq Guest Farm and Kalaalliaq. In the cities of Ipiutaq and Nuuk, these two restaurants will be the northern most locations of our 2019 edition!



Credit : Agathe Devisme





## IN GUATEMALA

The general public will discover French dishes prepared by Goût de/Good France Guatemalan restaurants on a gastronomic tour in a trolley bus through the capital. Participants will be accompanied by a tourist guide that will explain the history of these recipes in French and in Spanish.

## IN GREECE

As part of the MaziChef competition, dozens of renowned Greek and French chefs will compete to make the best sweet or savoury Greek-inspired éclair. After regional semi-finals, four finalists will submit their éclairs to a jury at the French embassy in Athens, which will select the best Goût de/Good France pastry chef for 2019.

## IN AUSTRIA

A gastronomic hike will be organized in Vienna to enjoy new Goût de/Good France recipes of 2019. In just one day, local journalist and influencers will be able to discover the diversity of French gastronomy all over the Austrian capital.

## IN KAZAKHSTAN

In eastern Kazakhstan, masterclasses and best-chef competitions will be organized in collaboration with the Cordon Bleu Institute. The winners will be announced in a public festival celebrating French gastronomy.

## TOP FOREIGN CHEFS INVOLVED IN GOÛT DE FRANCE

IN PERU	Virgilio Martinez (Central, Lima)
IN SPAIN	Elena Arzac (Arzac, San Sebastian)
IN ICELAND	Sveinn Kjartansson (Aalto Bistro, Reykjavik)
IN INDONESIA	Chris Salans (Mozaic Restaurant, Denpasar)
IN LEBANON	Youssef Akiki (Burgundy, Beirut)
IN MEXICO	Guy Santoro (Almara, Mexico City)
IN IRELAND	Jérôme Fernandez (The Guinea Pig, Dublin)
IN GHANA	Kwame Amfo (Biishville, Accra)
IN LUXEMBOURG	Daniel Rameau (La Rameaudière)
IN THE NETHERLANDS	Jeroen Bavelaar (Posthoorn, Monnickendam)



## GOÛT DE FRANCE / GOOD FRANCE IS CELEBRATING PROVENCE ALL OVER THE WORLD!

### IN THE UNITED STATES

In New York, French gastronomy will be celebrated during a four-day Provence-themed festival. A festive banquet will be prepared by the consulate's head chef, Sébastien Baud and Georgiana Viou (La Piscine). Alexandre Mazzia (AM par Alexandre Mazzia, 2 stars) will then prepare a prestige dinner at the Consulate General of France. Throughout the festival, Pascaline Lepeltier, who was voted best wine waiter in France in 2018, will provide tastings of Provençal wines in several New York bars, while Provençal cooking workshops will be held in a culinary training institute. To close these four days of festivities, the chef Eric Ripert (Le Bernardin, 3 stars) will host a charity dinner at his restaurant, along with chef Gérard Passédat (Le Petit Nice, 3 stars).

### IN SOUTH KOREA

The Michelin-starred chef Fanny Rey (L'Auberge de la Reine Jeanne, 1 star) and chef Guillaume Sourrieu (L'Epuissette, 1 star) will prepare a gala dinner at the French Embassy in Seoul, alongside the resident chef, Laurent Dallet. Fifty high-quality guests from political, economic, cultural and academic spheres, as well as trendsetters and influencers will be brought together for the occasion.

### IN BELGIUM

In Brussels, the team of Provençal chefs Lionel Levy (L'Alcyone, 1 star) and Matthias Dandine (Le Saint-Estève, 1 star) will prepare a prestige dinner at the French Ambassador's Residence, along with an exhibition on Provence..



New York poster

## 21 MARCH: THE FOODIE EVENT OF THE YEAR

Goût de France/Good France is the home of new culinary discoveries with a festival covering the whole of France, for as many people as possible.

On 21 March, in addition to French-style dinners, the French foodie festival will feature new culinary experiences, such as:

### UN GRAND BANQUET PROVENÇAL

In the heart of Paris, UN GRAND BANQUET PROVENÇAL, organized by G rald Pass dat, chefs Armand Arnal, Jean- Andr  Charrial & Glenn Viel, Cl ment Higgins, Michel Portos, S bastien Richard, with the assistance of the  cole Ferrandi culinary school. They will offer a five-course Mediterranean-style meal based on the theme of sustainable cuisine.

(see menu on page 18)

Menu price: 15 euros - upon reservation

Venue: Go t de France Pavillon at the Village International de la Gastronomie

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

### LES EXP RIENCES GOURMANDES

Les Exp riences Gourmandes, in collaboration with the Paris Convention and Visitors Bureau. Tourists and Parisians alike can discover about thirty unmissable locations, restaurants and addresses in the area of responsible cuisine.

<https://en.parisinfo.com/>



12 "D ners Complices" at the Coll ge Culinaire de France. Producers - the building blocks of all high-quality cuisine - take centre stage. In synergy with the chefs, they will compose a vibrant menu and discuss the reasons for their passion with the visiting public.

- **Auvergne-R h ne-Alpes** : **YOANN CONTE** (Bord du Lac, Veyrier du Lac).
- **Bourgogne, Franche-Comt ** : **THOMAS COLLOMB** (La R tisserie du Chambertin, Gevrey-Chambertin) welcomes **ISABELLE AND SYLVAIN OLIVIER** (Ferme Fruirouge).
- **Bretagne** : **SERGE LIGNI RES** (Le Gavrinis, Baden) welcomes salmon producer **LIONEL DUROT** (Lionel Durot), **OLIVIER REGENT** (Fromagerie de la K rouzine) and the herbal teas of **ADRIEN AND CLAIRE POIRIER** (L'Amante Verte).
- **Centre-Val de Loire** : **GA TAN EVRARD** (L'Evidence, Montbazon) allows us to discover his market gardener, **PIERRE MORAND** (Aux Raisons de la Terre) and beekeeper **ALAIN MARCHAIS** (Apis 37).
- **Grand Est** : **ROMAIN CREUTZMEYER** (Le Colbert, Strasbourg).
- **Hauts-de-France** : **PASCAL LEFEBVRE** (L'Auberge de la Marine, Le Crotoy) welcomes farmer **ALEXANDRE LOYE** (La Ferme du Petit Bas Champ) and **ETIENNE HAUTEFEUILLE** (Distillerie d'Hautefeuille).
- **Ile de France** : **LO C LOBET** (Le Bon Georges, Paris) introduces us to his three producers: **NICOLAS VIDAL**, **JOS  GUEDES** and winegrower from Alsace, **ARTHUR BOHN**.
- **Normandie** : **JEAN-LUC TARTARIN** (Restaurant Jean-Luc Tartarin, Le Havre) invites us to meet **CHRISTOPHE CL MENT** (Hu tres de M le Dalenne) and fisherman **DAVID HEBERT** (Homard).
- **Nouvelle-Aquitaine** : **ST PHANE POULIN** (La Ferme Lizarraga, Urrugne) and his cheesemaker **BENAT MOITY**.
- **Occitanie** : **GR GORY BERENGUER** (La Passerelle, Perpignan) will cook up his D ner Complice with **CLAUDE SARDA** (Abies Lagrimus), **PASCAL MIGLIORE** (Hu tres Migliore) and winegrower **JEAN BOUCABEILLE**.
- **Provence-Alpes-C tes d'Azur** : **NADIA SAMMUT** (Auberge de la Feni re, Cadenet).
- **Pays de la Loire** : **LAURENT FAVIER** (Chai Nous Comme Chez Vous, Ile de R ).

## COLLECTIONNEURS DUOS, MEETING WITH AN UP AND COMING CHEF AND AN EXPERIENCED CHEF...



Ten Collectionneurs chefs have joined forces to propose "Collectionneurs Duos", featuring five dinners, each prepared by two chefs. These chefs, with varying experiences and careers, will together draw up a French-style menu for Goût de France. The Collectionneurs, who since their creation have been committed to supporting young gastronomy talents, have asked five up and coming chefs to team up with experienced chefs so that together they can draw up a menu in their own image.

**GABIN BOUGUET**, (Domaine Saint Clair)  
and **OLIVIER DA SILVA** (L'Odas Restaurant, Domaine Saint Clair)  
Chefs' meeting:  
**Le Donjon** - Chemin de Saint-Clair, 76790 Étretat

**HUGO LORIDAN** (L'Hostellerie du Château des Fines Roches)  
and **JULIEN ALLANO** (Clair de la Plume)  
Chefs' meeting:  
**Le Clair de la Plume** - 2 Place du Mail, 26230 Grignan

**MÉLANIE SERRE** and **LAURENT TROCHAIN** (Numéro 3)  
Chefs' meeting:  
**Numéro 3** - 3 Rue du Général Charles de Gaulle, 78490 Le Tremblay-sur-Mauldre.

**LUCAS FELZINE** (UMA Restaurant) and **HERVÉ RODRIGUEZ** (MaSa)  
Chefs' meeting:  
**MaSa** - 112 Avenue Victor Hugo, 92100 Boulogne-Billancourt

**JULIEN SCHAFFHAUSER** and **JÉRÔME JAEGLÉ**,  
respectively deputy and head chef at L'Alchémille  
Chefs' meeting:  
**L'Alchémille** - 53 Route de Lapoutroie, 68240 Kaysersberg-Vignoble.

## LES TABLES BARRIÈRE

Les Tables Barrière will also celebrate the "French-style dinner" on 21 March, in France and abroad, offering a menu focusing on the theme of sustainable cuisine (17 participating restaurants).

For a foretaste of what you can expect, let us head to La Baule, to meet Mikaël Amisse, a passionate "algal-chef", who specializes in cooking with seaweed. This head chef at the Hôtel Royal Barrière has dreamt up a deliciously healthy menu, in which traditional dishes are often enhanced with seaweed - a treasure from the local environment and a great source of protein, fibre and micronutrients. Following meetings with Thierry Galais, Michel Guérard and local producers, Mikaël quickly became a specialist in algal cuisine and uses this green gold and all the wealth of the oceans in his creations. Wakame, nori, kombu, and dulse are also used to enhance oven-roast fish, including poached sea bass with wilted spinach or an original caviar.

At Fouquet's in Marrakesh, it is chef Issam Rhachi (named Grand Chef de Demain (best up-and-coming chef) by the 2017 Gault & Millau guide) who will share his passion for his cuisine, which is influenced by Moroccan tradition and French expertise.

Gastronomy is much more than an art of living. It is an art in its own right. It is legitimate and useful to open it up to the largest possible audience.

DOMINIQUE DESSEIGNE

## TOURISM AND GASTRONOMY



“Chefs are true vehicles for taste and emotions. Their daily commitment and work makes a significant contribution to promoting French products and the excellence of our cuisine, but also to promote French tourist destinations. Thanks to them and their passion, French cuisine is world renowned.”

**JEAN-BAPTISTE LEMOYNE**

Minister of State attached to the Minister for Europe and Foreign Affairs

### GASTRONOMY, A MAJOR DRAW FOR TOURISM

As the world's leading tourist destination, France's goal is to attract 100 million foreign visitors by 2020 and to generate €60 billion in tourist receipts. Tourism is a key sector of the French economy, generating 7.5% of GDP and creating two million jobs directly or indirectly.

Gastronomy is one of the pillars of France's attractiveness to tourists. With a third of tourists saying that they visit France for its culinary heritage, it is clearly a major part of its international outreach. The depth and uniqueness of French cuisine, the wide range of local produce and the inscription of the "Gastronomic Meal of the French" on the UNESCO List of the Intangible Cultural Heritage of Humanity are all reasons which help France stay at the top of global tourism destinations. Goût de / Good France promotes the excellence of this expertise and is thus an essential tool for promoting destination France.

### Goût de / Good France, a tool for the outreach of French tourist destinations

This year, for the second time, Goût de France will promote a French tourist destination. With an exceptional gastronomic heritage and as a location for culinary festivities, Provence will be honoured in 2019.

#### Some tourism/gastronomy figures in Provence (Bouches-du-Rhône):

- **8 million** tourists each year;
- **2,7 billion** spent each year by tourists;
- **18** Michelin-starred restaurants in the Bouches-du-Rhône department;
- **6** AOPs (protected designations of origin) for red, rosé and white wine;
- **3** IGP (protected geographical indication) in the 3 colours;
- The Bouches-du-Rhône is **France's leading department** for olive oil production

## NEW INTERMINISTERIAL MOMENTUM

For the first time, there is interministerial momentum in order to promote all aspects of food, from 21 to 24 March. The theme of cuisine and sustainable food is being supported by the Ministries for Europe and Foreign Affairs, Agriculture and Food, the Economy and Finance, the Ecological and Inclusive Transition and National Education and Youth.

### THE MINISTRY OF AGRICULTURE AND FOOD

As part of the 2019 "Goût de France" week, on 22 March the Ministry of Agriculture and Food, along with the Director-General of UNESCO and the Director-General of the FAO, will organize an international conference entitled "Taste serving consumer health and sustainable territorial development", dealing with links between culture, education and food and the advantages of taking better account of these links to tackle obesity and food wastage and to meet societal expectations. The Ministry of Agriculture and Food is leading the national food programme as well as the national pact against food waste which aims to halve food loss and waste by 2025.

Furthermore, the "EGalim law" includes many provisions aiming to pay producers a fair price, to help them earn a decent wage from their work, to encourage providing the catering sector with high-quality or local produce and to support healthy, safe, sustainable food which is accessible to all.

### MINISTRY OF THE ECONOMY AND FINANCE

Since 2011, the Ministry of the Economy and Finance has organized an annual people's festival which is indulgent, inter-generational and honours France's rich culinary heritage.

Over four days, this national project unites professionals and the public around common values such as sharing, conviviality and passing on expertise. All over France, numerous festive, educational events, open to all, will be organized: banquets, tastings, picnics, culinary workshops and conferences. This event, which has become essential, provides a boost to our regional economies and to France's outreach. This year once more, from 21 to 24 March, French gastronomy will be showcased all over France, through culinary discoveries and education of the palate and taste buds.

This ninth edition will highlight all stakeholders' commitment to sustainable cuisine.



Credit : Jean Rottner

## MINISTRY FOR THE ECOLOGICAL AND INCLUSIVE TRANSITION

The Goût de France operation, which this year is focused on sustainable food, fits perfectly into the framework of the sustainable development objectives (SDGs) adopted in the UN's Agenda 2030, with SDG 2 focusing on ending hunger and promoting sustainable agriculture and SDG 12 on ensuring sustainable consumption and production patterns.

The Ministry for the Ecological and Inclusive Transition fully supports this fantastic initiative, because the health of the planet is also linked to sustainable food. Food accounts for 16% of households' carbon footprint, mainly in upstream stages (production and processing of our foods) and wastage must be avoided.

This operation will promote initiatives showing that pleasure and taste can be combined with the ecological transition of food: seasonal and local foods, produce in line with health and environmental standards and for which producers receive a fair price.



Credit : Christophe Cazeau

## MINISTRY FOR NATIONAL EDUCATION AND YOUTH

Food is an integral part of French culture, which is why schools must teach students about this essential heritage so that they can develop their tastes, their knowledge of gastronomic excellence and the wealth of French agriculture. This will also enable them to learn how to eat healthily while being eco-friendly.

Education on food and taste is relevant to all students, from nursery school to secondary school. Initiatives to promote education on food and taste are part of schools' or institutions' projects, as part of lessons. They are part of the plans of health and citizenship education committees (CESC) in which students and their parents come up with new ideas along with school partners.



A portal on food and taste education provides resources:  
<http://eduscol.education.fr/education-alimentation>

The online parents' information pack includes a section (in French) on « La place de l'alimentation dans l'apprentissage ».



## 21 MARCH - GOÛT DE FRANCE / GOOD FRANCE MENUS FOR SUSTAINABLE CUISINE

NADIA SAMMUT

L'Auberge La Fenière,

Cadenet, Provence-Alpes-Côte d'Azur

For a long time I avoided kitchens because I couldn't eat the same things as other people and I was overcome by the smells! But food brings people together and unites them, it symbolizes moments of joy and sharing. It often makes the eyes sparkle.

Cooking means the joy of bringing ingredients to the plate...so a few years ago, I decided to cook. I wanted to bring food lovers, gourmets and epicures to the table for a clear culinary experience, a mix of memories and smells from the food of my childhood, my region and my travels!

My ingredients are organic and locally produced, with meat from eco-friendly farms, locally-caught fish and flours made from rice, buckwheat, chestnuts or chickpeas which I grind by hand.

My menu tells the story of my cuisine libre® (free cuisine)

NADIA SAMMUT

### MENU

Aigo Bulido, « sauvo la vido » soup

\*\*\*

Mackerel 'in saor'

\*\*\*

Royale of celery

\*\*\*

Bream gravadlax, cream of Monalisa potatoes, like a home-made caviar

\*\*\*

Beef bone marrow, crystallized vegetables, local truffles

\*\*\*

Common octopus, cuttlefish ink

\*\*\*

Lamb from La Crau, citrus fruits, green chermoula

\*\*\*

Rosemary sorbet, lemon olive oil

\*\*\*

Cocoa, black garlic, buckwheat sourdough and coffee

or

The famous Paris-Lourmarin pastry, with ginger praline

Cheeses...

Behind each of our cheeses lies a small producer, a family or a co-op which day after day is working out of love for local produce and for a job well done..

The seven-course menu costs €90 and the nine-course menu costs €130.



CHRISTOPHE BEZANNIER

Restaurant La Belle Époque, Hôtel Barrière Le Normandy.

Deauville, Normandie.

[www.hotelsbarriere.com/fr/deauville/le-normandy.html](http://www.hotelsbarriere.com/fr/deauville/le-normandy.html)

**Chef Christophe Bezannier** offers imaginative cuisine combining simple produce with marvellous flavours, all with local seasonal produce. The dishes to be shared have been chosen for their unusual tastes. Like all Tables Barrière, La Belle Époque focuses on conviviality, hospitality and sharing.

Chef Christophe Bezannier, who has almost 20 years of experience at Barrière, has created a gourmet and sustainable menu for Goût de France.



#### MENU

Cream of butternut soup, hazelnut oil, onion soubise sauce and toast

\*\*\*

Seared organic salmon, raw and cooked cauliflower, pumpkin seeds

\*\*\*

PDO (protected designation of origin) Camembert from Normandy, lamb's lettuce salad and beetroot chutney

\*\*\*

Baked apple, caramel sauce, dry cider sorbet

Served with "Cuvée Colette" cider brewed by Domaine Dupont

Menu price: 58€



CHRISTOPHE HAY  
La Maison d'à Côté  
Montlivault, Centre-Val de Loire

[www.lamaisondacote.fr](http://www.lamaisondacote.fr)

Nowadays, responsible cuisine is primarily about respect:

- Respect for the environment by using the most eco-friendly possible sites, sorting waste, permaculture garden
- Respect for guests, with a friendly welcome and attentive, educational service
- Respect for producers, by paying them well and promoting them as much as possible
- 

CHRISTOPHE HAY

### MENU

SOLOGNE CAVIAR, potatoes royale, hazelnut, garden cress

\*\*\*

FOIE GRAS FROM VILLERMAIN, cooked with salt, chicory, lemon thyme

\*\*\*

"CHAMBORD-STYLE CARP", truffle, crayfish, Cheverny wine sauce

\*\*\*

"DEMI-DEUIL"-STYLE GÉLINE DE TOURAINE CHICKEN, root chervil, leeks, Albufera sauce

\*\*\*

DOMINIQUE FABRE GOAT'S CHEESE, light mousse with matured shavings, wild flowers and herbs

\*\*\*

CHOCOLATE SELECTION FROM SÃO TOMÉ AND PRÍNCIPE, with sea salt and savory

Menu price: 120€



## A BIG PROVENÇAL BANQUET

Goût de France / Good France Pavilion at the Village International de la Gastronomie

Paris

Organized by Gérard Passédat, chefs **ARMAND ARNAL, JEAN-ANDRÉ CHARIAL, GLENN VIEL, CLÉMENT HIGGINS, MICHEL PORTOS, SÉBASTIEN RICHARD**, with the assistance of the École Ferrandi culinary school. They will offer a five-course Mediterranean-style meal based on the theme of sustainable cuisine.



### MENU

\*\*\*

#### APERITIF: SÉBASTIEN RICHARD

"My choux" Anchovy sauce  
In savoury choux pastry, an anchovy sauce, with  
4 typical Provençal vegetables peeping out (celery, carrot, fennel, radish)

\*

Camargue oysters  
With burnt rosemary and foam from 'Bière des Gardians'  
(made using Camargue rice)

\*

Panisse / mackerel  
On a blini of chickpea flour, blow-torched raw mackerel with pickled onions  
and local saffron

\*\*\*

#### STARTER: MICHEL PORTOS

Cannelloni with aubergine caviar, lemon vinaigrette - bottarga with  
aromatic herbs.

\*\*\*

#### FISH DISH: JEAN-ANDRÉ CHARIAL / GLENN VIEL

Mediterranean sea bass, potatoes, concentrated soup stock

\*\*\*

#### MEAT DISH: ARMAND ARNAL

Confit shoulder of lamb from La Crau, saffron milk cap mushrooms  
with fennel and black olive oil

\*\*\*

#### DESSERT: CLÉMENT HIGGINS

Lemon and black olive tart

The menu will cost €15



**MICHAEL KLOETI**  
**Michael's on the Hill**  
Waterbury, United States

[michaelsonthehill.com](http://michaelsonthehill.com)



Mickael Kloeti's restaurant, "Michael's on the Hill" is located within a farmhouse dating from about 1820 in Vermont, USA. Its philosophy is that cooking and eating should feed the soul as much as the body, and that buying and eating locally not only supports the community but offers the highest quality, healthiest products. The restaurant uses at least 30 different local producers.

This socially committed chef, who is passionate about sustainable agriculture, encourages as many people as possible to protect our natural resources, reduce the production of waste, buy recycled products and prevent pollution.

#### MENU

Root Vegetable Frites with Local Chèvre & Truffle Honey Gastrique

\*\*\*

Local Pork Shank Pot au Feu with Pickled Mustard Seeds

\*\*\*

Selection of "Jasper Hill Creamery - Harbison" cheeses, fig jam

\*\*\*

Maple Crème Brûlée with Brown Butter Madeleine

**The menu will cost €50**

**JUAN MARIE AND ELENA ARZAK**  
**Arzak**  
San Sebastian, Spain

[www.arzak.es](http://www.arzak.es)

#### MENU

Appetizer / Mackerel with shio koji, sea grapes and piparra peppers

\*\*\*

Ember-roasted oysters, cooked in their own liquor with fermented garlic, vanilla and cocoa

\*\*\*

Radiant grouper with its own collagen, enhancing its texture and beauty, Liver with raisins

\*\*\*

Roast duck with local forest ingredients and moringa

\*\*\*

Cheese plate

\*\*\*

Smoked cocoa pieces, vanilla ashes and chocolate shavings

## GOÛT DE / GOOD FRANCE, AT THE INITIATIVE OF THE MINISTRY FOR EUROPE AND FOREIGN AFFAIRS



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 182 ambassadors and 89 consuls abroad, which work in constant collaboration with the central administration in Paris and Nantes.

## OFFICIAL PARTNERS



**PROVENCE  
TOURISME**

**MPG  
2019** ANNÉE DE LA  
GASTRONOMIE  
EN PROVENCE



In 2019, Provence will be the foremost destination for gastronomy and as such will be promoted at Goût de / Good France events both in France and internationally. For the first time, the Bouches-du-Rhône department and Provence Tourisme are launching Marseille Provence Gastronomie 2019 (MPG2019), a year of gastronomy in Provence under the patronage of renowned French chef Gérard Passadat. It will be a year of celebrations, meetings between chefs, gourmet markets, picnics, urban vegetable gardens and more - a genuine gastronomic journey through Provence!

**Question for Martine Vassal, President of the Bouches-du-Rhône Departmental Council, President of the Aix-Marseille-Provence Metropolitan Area**

**"MPG2019" was your initiative - why did you choose to showcase Provençal gastronomy in 2019?**

The Bouches-du-Rhône Department has made gastronomy central to its sustainable development. An expression of territorial identity, it helps support agricultural production and develop through its sectors of excellence, the economy and the creation of jobs, with or without a degree. Gastronomy also draws tourists from both France and beyond to territories. Covering agriculture, the environment, health, employment, culture and leisure, gastronomy is the ultimate cross-cutting sector, which deserved to be promoted in a major event such as MPG2019.

**Question for Danielle Milon, President of Provence Tourisme, Vice President of the Bouches-du-Rhône Departmental Council, Vice President of the Aix-Marseille-Provence Metropolitan Area, responsible for tourism**

**Why are the Bouches-du-Rhône Department and Provence Tourisme Goût de France partners in 2019?**

Promoting gastronomy means increasing the attractiveness of the territory in order to attract new tourists. Provence has genuine culinary traditions. It has majestic landscape and exceptional produce, but also committed chefs and producers working to maintain and renew the taste of Provence. So we have everything we need to establish ourselves as a world-class gastronomic destination. We have chosen to team up with Goût de France because we want gastronomy to be a genuine reason for tourists from around the world to come to Provence.

**Question for Gérald Passedat, three-starred chef at Petit Nice in Marseille, patron of MPG2019**

**What are your expectations for Good France?**

I hope that it will let the public see Marseille in a new light. Before the 2000s, if you wanted good food, you had to go to Paris, Nice or Western France. But we are lucky enough to be living in a territorial with a culinary identity dating back to the diet of Crete, with 2,600 years of history behind it. Goût de France must provide new momentum for Provence and for a new generation of talented chefs and passionate producers who are well worth discovering.

## PARTNERS



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

During the Interministerial Tourism Committee of 19th January, the Prime Minister went on to underpinned 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..

Over 2,800 such promotions are organized around the world each year, aimed at both professionals (international tour operators, the press and influencers) and the general public.

At the heart of this operation, a powerful medium, France.fr, allows people from all over the world (across 16 languages and 31 versions) to (re)discover the art of living of French destinations.



**As the world's leading tourist destination, Paris attracts tourists through its classical heritage and trendy spirit. The Paris Convention and Visitors Bureau provides you with the keys to the capital.**

The Paris Convention and Visitors Bureau was created in 1971 at the joint initiative of the City of Paris and the Paris Chamber of Commerce and Industry. Its mission is to welcome and inform visitors, to promote the advantages of the capital, in both France and abroad, and to support Parisian tourism professionals. <https://en.parisinfo.com/>



In the face of a growing world population, increased urbanization and limited resources, InVivo, which is the first French cooperative agricultural group, wants to ensure healthy and sustainable food for consumers by investing in new production patterns.

Developing short and local supply chains, on which InVivo is actively working with its Frais d'ici and Bio&Co brands, cannot be solely based around locally-produced products, whether in terms of quantity or product diversity. The urban agriculture therefore appears as an complementary solution as it helps reduce the ecological footprint of the logistical food chain.

**InVivo Food&Tech**, InVivo's food innovation laboratory, produces agrifood models for the future.

From this laboratory, "La Plucherie by InVivo" has recently been created. **La Plucherie** comes from the word "**pluches**", which in culinary arts refers to the rare, delicate and flavourful tips of aromatic herbs which are used by chefs seeking the most intense taste experiences.

InVivo thus combines the expertise of French agriculture with the modernity of new technologies for gastronomic excellence with high added value products. Microgreens, edible flowers and aromatic herbs are sourced from hyper-local, undertreated agriculture (pesticide-free). Engineers from La Plucherie by InVivo have developed innovative and sustainable growing techniques in a controlled environment.

Their packaging is biodegradable and deliveries are made either on foot, using public transport or in electric vehicles\* to reduce the carbon footprint.

**La Plucherie by InVivo** enables these **technologies to be tested** which will be **complementary to traditional agriculture** and its developments. By 2025, these technologies will bring Agriculture 4.0 closer to places of consumption as they will allow chefs to grow micro plots on their roofs or in their restaurants. At InVivo Food&Tech, we are working on other urban crop models such as indoor food-picking areas or **selling produce which is still growing** such as spices, fruits and vegetables to increase the length of conservation and allow them to be picked at home when fully ripe.

For further information: [laplucherie.com](http://laplucherie.com)

An interesting way to combine waste-reduction and good taste!

\*Growtruck: Renault's first electric vehicle exclusively designed for Les Collectionneurs restaurants.



**Sarrade**, an iconic brand from the Groupe Coopératif Maisadour exclusively intended for restaurant professionals, is the ambassador among the pillars of French gastronomy.

Based in southwestern France since its creation in 1850, Sarrade demonstrates the best of French gastronomy, both in France and abroad.

A historical benchmark and a company passionate about foie gras, the brand prides itself in producing exceptional products to facilitate the daily work of chefs. Sarrade is committed to maintaining and promoting French gastronomic expertise, and provides preparations of foie gras and duck meat which are sourced from ducks which are born, raised and prepared in France. A member of the Maisadour agricultural cooperative, Sarrade uses locally-sourced produce and works closely with its member farmers to guarantee the finest quality and complete traceability for its fattened duck specialities. It also offers other fundamentals for cooking professionals such as Bayonne ham. This iconic speciality from the Basque Country has protected geographical indication (PGI) status and is the product of local expertise passed down through the generations. Cured in mineral salt from Salies-de-Béarn and produced from pigs exclusively reared in southwestern France, Bayonne ham has a unique, slightly salty flavour and an incomparable melt-in-the mouth texture. It can be served as it is on charcuterie boards, as a starter or with salads, or can be cooked to complement a main dish due to its low salt content.

For further information: [www.sarrade.fr](http://www.sarrade.fr)





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.



With 4.7 million tonnes of fresh foodstuffs distributed every year to over 45 million consumers with its daily services, France's wholesale markets or Marchés de Gros are key players in providing local and diverse produce. The French federation of wholesale markets has 23 markets across France which are the leading French hubs for the provision of local products from 4,500 producers and 2,500 vendors.



The Marché d'Intérêt National MARSEILLE PROVENCE is a key player in providing fresh produce in metropolitan France. Over 300 agricultural producers and 100 vendors at the market offer a range of high-quality, super fresh, traceable products of local, regional, national and international origin. M.I.N. MARSEILLE PROVENCE is a hub for products, professions and passions which deserve to be recognized and showcased.

Marc Dufour, Director General of SOMIMAR, administrator of the Marché d'Intérêt National Marseille Provence.



The Marché d'Intérêt National of CHATEAURENARD - PROVENCE lies at the heart of France's biggest fruit and vegetable producing area and is the point of sale and distribution for Provence's agricultural production. Over 1,000 registered local producers come to the M.I.N to sell a wide range of Provence produce throughout the year to buyers ranging from local shops to corporate purchasing bodies and exporters. The M.I.N CHATEAURENARD - PROVENCE enables professionals to source in-season produce with guaranteed flavour and freshness on a daily basis.



Barrière has a taste for all senses: sight (prestigious hotel and casino sites, without forgetting cinema, of course), hearing (music and concerts), smell (fresh-cut grass on the greens of its golf courses and the smell of the sea and mountain air), touch (wellness and spas), and, of course, taste (the Les Tables Barrière restaurants). Barrière has some 120 restaurants with a taste for taste.

Participating in the 2019 Goût de France Good France event, created five years ago to showcase the talent - and creative genius - of French chefs and their teams, is a matter of course and pride for the group's Chairman, Dominique Desseigne.

Desseigne welcomes this event designed to provide an international showcase for French gastronomy: "Gastronomy is much more than an art de vivre. It is an art in its own right. It is legitimate and useful to make this art accessible to as many as possible." Useful for promoting the creativity and energy of a prestigious profession, and promoting French food tourism abroad (as well as within France). This is why the Tables Barrière restaurants and bars wish to be included in this year's Goût de France event.

For further information visit: [groupebarriere.com](http://groupebarriere.com)



### **The Collège Culinaire de France and its Restaurants et Producteurs Artisans de Qualité label**

The Collège Culinaire de France is an association created by 15 renowned French chefs and chaired by Alain Ducasse and Alain Dutournier. Its aim is to promote the past and future of France's artisanal culinary heritage.

It has over 2,700 members including producers, artisans, wine producers and restaurant owners who share the same values and work every day to drive the emergence of a new food ecosystem, from farm to table, based on artisanal work and diversity.

On its website - [www.restaurantdequalite.fr](http://www.restaurantdequalite.fr) - Collège Culinaire de France gives free one-click access to a unique selection of Restaurants de Qualité closest to where you live all across France.

This year again, the Collège Culinaire de France has decided to partner to Good France event with numerous Restaurants de Qualité featuring in the Good France 2019 selection.

The event will also see the Collège Culinaire de France organize a "Diner Complice" in each of France's 12 main regions. The aim of the Collège Culinaire de France is to offer an opportunity for participants to interact with chefs and producers and discover "live" the wealth of relations between artisan producers and high-quality restaurants and their history of working together to create dishes.

Good France is a showcase for French gastronomy around the world. The presence of high-quality producers within the Restaurants de Qualité helps to promote the wealth and variety of France's regional produce and bring to life the label's credos: Quality cuisine can only be created with quality producers. Quality producers can only be created through transparency on origin and production methods. [www.restaurantdequalite.fr](http://www.restaurantdequalite.fr)



Les Collectionneurs brings together restaurant owners, hoteliers and travellers with taste for adventure. Curiosity, rigorous standards and generosity are the values on which the community is based.

In 2018, 585 restaurants and hotels attentive to the needs of travellers were selected by Les Collectionneurs. With their unique, authentic, creative, simple, exciting, light and audacious cuisine, members of Les Collectionneurs are recognized for their sincerity and savoir-faire. The community's restaurants work daily with producers from their region, most of whom have their own kitchen garden, or make the most of their surroundings and pick the produce themselves.

Their shared goal is to showcase local produce, particularly by naming the growers on their menus. Although they innovate like true culinary craftspeople, they never lose sight of the knowledge gained from their peers, or passed down from generation to generation in the family kitchen. By following these traditions, they serve up cuisine which enhances the produce and is in tune with nature and the seasons. With kitchens which open onto the dining area or which any diner can ask to visit, for Les Collectionneurs, transparency goes hand-in-hand with taste.

For further information visit: [www.lescollectionneurs.com](http://www.lescollectionneurs.com)



The world leader in luxury expedition cruises and the only French-owned cruise line, PONANT was founded in 1988 by Jean Emmanuel Sauvée 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..

“ TOGETHER; let's share, let's imagine, let's determine the future of our profession. ”

DIDIER CHENET, Chair of GNI-SYNHORCAT

GNI-SYNHORCAT is a professional organization committed to defending the interests of the profession and its members.

GNI-SYNHORCAT represents its members, professionals from the café, hotel, restaurant, catering and night club industries, from the smallest to the most prestigious and works to defend the interests of these businesses with strength and determination both on a national and European level while supporting them in their day-to-day activity and development.



“ Euro-Toques, European culinary artisans working for healthy food. ”

For 30 years now, the Euro-Toques association created in 1986 by Pierre Romeyer and Paul Bocuse, was launched to safeguard and promote high-quality, local produce within its European network of chefs and within the Executive Commission in Brussels, and particularly the Directorate General of Agriculture and for Health and Consumer Protection.

Once a year, upon the invitation of the Chair of the European Parliament Agriculture Commission, Euro-Toques has the privilege of speaking before MEPs about the profession's major issues of the moment.

Euro-Toques therefore acts as a genuine lobby and partner for local, national and European institutions, which participates in the interinstitutional decision-making process on production, sale and transformation of fresh produce.



The Association Française des Maitres Restaurateurs is an umbrella organization for establishments which have obtained the prestigious Maitre Restaurateur award. Created in 2007 upon the initiative of the French Ministry for SMEs, Trade and Craftsmanship within the framework of the contrat d'avenir for the restaurant industry, the award recognizes the joint professionalism of a chef and their establishment. There are now over 3,800 holders of the award across France.

#### Maitre Restaurateur: Guarantees & Commitments

The guarantee: The title of Maitre Restaurateur is given by the State and awarded by the Prefect. It is based on an audit carried out by an independent body which guarantees high-quality, handmade food and verifies criteria including the professionalism and qualifications of the chef and waiting staff, the use of traceable and seasonal produce as well as entirely hand-produced cuisine made from basic and predominantly fresh produce.

The commitments: A Maitre Restaurateur also commits to ensuring low-energy consumption, low-carbon food, limiting food waste and producing less refuse. They prioritize short supply chains, seasonal produce and limit the use of imported products. They try to source as much produce as possible from eco-responsible businesses. Lastly, they pay particular attention to menu composition in order to provide healthy, balanced food which meets consumers' nutritional needs.

The Maitres Restaurateurs share the Goût de France Good France values and participating restaurants will take great pleasure in meeting you during a welcome apéritif before your French-style dinner!



No More Plastic Foundation is a non-profit foundation in “start-up mode” focused on saving the one ocean that covers this planet by raising public awareness of plastic pollution, promoting alternative solutions to single-use plastic products and promoting innovative solutions to design tomorrow’s consumption. No More Plastic is working to achieve a world without plastic pollution.

From March, for the Goût de France event, No More Plastic will offer the No More Plastic Box on its website, a subscription box where subscribers receive a different plastic alternative every month to show consumers that there are already many innovative, eco-friendly and stylish solutions to put an end to single-use plastic in our homes and kitchens.

The funds collected by Goût de France Good France dinners will enable the No More Plastic Foundation to launch an awareness-raising campaign for children in May 2019 and go on an awareness-raising tour of French schools around the world (based on a selection of schools in the 150 countries participating in the Good France event).

The aim is to send the message to the next generation that their generation could be the generation for change, teach them simple ways in which they can get rid of plastic, tips and tricks that they can then pass down to their own children. This tour will also be a possibility to discuss with the pupils the impact of plastic pollution on the environment, our health and the future of our planet.

At the end of each session, the pupils will receive a glass straw with the No More Plastic turtle on it, as well as a No More Plastic VOICE FOR GOOD certificate to encourage them to become ambassadors for this planet that they must protect from ourselves and pollution.

It will also be an opportunity to talk about the No More Plastic turtle which has an unusual shape. It has a narrow waist because its shell was squeezed by a plastic ring from a six-pack of beers. It didn’t prevent the turtle from growing but it deformed its shell giving it a strange shape. The turtle has gone from being an odd shaped specimen to the symbol of the fight against plastic pollution in the ocean.

It is important for the No More Plastic Foundation to raise awareness among the new generation because they are the citizens, entrepreneurs, leaders and inventors of tomorrow and they will have their own chance to make choices for the continuation of humanity while better protecting the natural resources that keep us alive.



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 France / Good France and participate in the global renown of France’s gastronomy, which is a national emblem.



### Watch and listen to the world

France Médias Monde comprises the news TV channel 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.

The three channels broadcast worldwide from Paris, in 15 languages. The group's journalists and its network of correspondents offer viewers and listeners comprehensive coverage of world events, with a focus on cultural diversity and contrasting viewpoints via news bulletins, reports, magazines and debates. 66 nationalities are represented amongst staff. Every week, RFI, France 24 and Monte Carlo Doualiya reach nearly 150 million people (45% in foreign languages) including 107.2 million listeners and viewers (measured in only one third of broadcast countries) and 42.7 million users on digital platforms (average 2017). The group's three channels and stations have 62 million subscribers on Facebook and Twitter (May 2018).

France Médias Monde is the parent company of CFI, the French media cooperation agency, and is one of the shareholders of the general French-language channel TV5MONDE.

The three stations accord a special place to French art de vivre and heritage. Many issues are covered in the regular cultural shows and magazine programmes which promote French art de vivre including such as "Vous êtes ici" (you are here), "French Connection", "Paris Secret" (secret Paris) on France 24, "Le goût du monde" (the flavour of the world), "Si loin, si proche" (so far yet so close), "Sound Kitchen" on RFI and "Voyage en France" (a journey in France), "Café chaud" (hot coffee) on MCD. 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 France / 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.

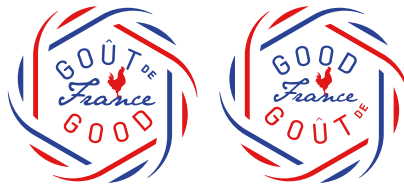
On 8 April 2015, the company launched TV5MONDE Style, a channel dedicated to the promotion, exhibition and dissemination of 'Made in France' know-how, talent and resources, aimed at audiences in the Asia-Pacific region and the Middle East, and more recently Africa.



The magazine for chefs and professionals who drive lively and passionate cuisine featuring candid interviews with cooks, producers and artisans sincerely committed to what they do. Reporting on work, key highlights and fun interviews. Supporting the day-to-day work of chefs and high-quality actors. Creating a platform for group discussions. Sharing the dynamism of a profession. Showcasing professionals of the land, the sea and service.



#GoutDeFrance #GoodFrance



goodfrance.com



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