



Press release

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Goût de/Good France is back for a 6th edition in 2021 focusing on gastronomy of the future

Following the unprecedented health crisis which dominated 2020 and forced food industry stakeholders to constantly reinvent themselves for several months, now is a time for resilience, an eagerly-awaited time for renaissance to together celebrate the new face of gastronomy of the future. It is a new, long-term chapter in French culinary heritage, immersed in distinctive local identity, nature and the environment, respect for the land and for producers.

A new highlight for 2021, this 6th edition of Goût de/Good France, an international initiative, is back with the aim of helping the profession in its sustainable transition and supporting chefs in their new role as ambassadors for more eco-friendly gastronomy, both from a human standpoint as well as regarding health, the environment and taste education. This year more than ever, over the next few months this event aims to highlight the expertise and convictions of these women and men, who are passing on their tastes and values, and each day are shaping gastronomy of the future. It is a sensitive, environmentally-aware and powerful gastronomy, with a universal message for future generations to preserve the earth and its wealth of resources.

A celebration of the best of the food sector, Goût de/Good France 2021 will have the honour of showcasing France throughout the world and in particular the cultural and culinary heritage of the Centre-Loire Valley Region (its local produce and traditional expertise) in partnership with the Centre-Loire Valley Regional Council and the Centre-Loire Valley Regional Tourism Board. In order to promote its commitment to a “greener” and more inclusive global gastronomy, this new edition will mobilize chefs from all over the Garden of France to prepare and serve “French-style” dinners in several Embassies and consulates across five continents. A key ingredient in these exciting moments of exchange and sharing is the rich variety of the

Loire Valley produce and the spirit of the people who make this unique region what it is: the farmers, winegrowers, market gardeners, fishermen, harvesters, etc.

Via multiple meetings which Goût de/Good France will hold throughout the initiative, with the support of many chefs from the Centre-Loire Valley region, the event aims to promote the region’s heritage at international level, both in terms of its uniqueness and its diversity.



Celebrating the Centre-Loire Valley Region

With its rich national heritage, the Centre-Loire Valley Region is a land of talents. Originating from the tables of the ancient kings of the Renaissance, its gastronomy is an ode to its fertile soils, its forests and the rivers running through its vast landscapes. As the Garden of France, the Centre-Loire Valley Region has for centuries been shaping an exceptional way of life, opening a window onto French excellence which still today is the pride and joy of its tourist industry.

The region's food is inextricably linked to local cultural life, and Centre-Loire Valley is today at the heart of the new, thriving event season, of the Nouvelles Renaissance 2021 Festival, which celebrates the region's historical reputation for creativity and bold innovation among all the arts. Several gatherings and events with food and wine stakeholders from the Loire Valley have been lined up for this new cultural edition. In close collaboration with the 2021 Goût de/Good France programme, these events will aim to provide an experience of local, sustainable and eco-friendly art of living throughout the region, drawing on all its history and resources. With local produce, producers, a friendly atmosphere, a sharing mentality, ethical restaurants, zero-waste cuisine, knowledge-sharing and taste education, 2021 will be seen as a "renaissance" for food and its new eco-friendly challenges.

Christophe Hay, an advocate for local produce and Goût de/Good France Ambassador

As the Ambassador Chef for the Loire Valley Region and its treasures, Christophe Hay draws his inspiration from the scenery of his region "When I think of my Loire Valley, many images come to mind: rivers and ponds, forests, fields, kitchen gardens, castles, farms, vineyards, wild flora and fauna." A native of Vendôme, he works hand in hand with local producers and offers local, seasonal food with the aim of highlighting and promoting his region's rich cultural heritage. Rehabilitating fish from the Loire, promoting game from the Sologne region, demonstrating traditional varieties in his kitchen garden, this chef's cuisine goes beyond the plate. Ethical and sustainability commitments have recently earned him the distinction of "2021 Chef of the Year" from the Gault & Millau restaurant guide.

An advocate of new gastronomy, Christophe Hay has also made it a priority to share his expertise on food and educate young people. After learning from his peers to have a passion and respect for good products, and with support and collaboration from institutional actors in the region, he is dedicating part of his time and activities to new generations in the Centre-Loire Valley Region, whom he is educating on produce and the world around them.



On the initiative of the French Ministry for Europe and Foreign Affairs and Alain Ducasse, and in partnership with the Centre-Loire Valley Region, Goût de/Good France 2021 is once again celebrating French gastronomy and its actors in France and around the world through a series of events organized to support the entire sector. Following Nouvelle-Aquitaine and Provence, this year the Centre-Loire Valley Region will be celebrated, a historic symbol of the French art of living and excellence. At the vanguard of global action for the environment and more eco-friendly cuisine, this new edition has appointed the two-Michelin-star chef Christophe Hay as this year's ambassador. Christophe was recently named "Chef of the Year 2021" by the Gault & Millau restaurant guide in recognition of his commitment to local, sustainable and inclusive gastronomy.



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