



1000 chefs, 1000 menus
sur 5 continents

le 19 mars



On Thursday, 19 March 2015, in 150 countries around the world, restaurants and embassies will offer 1,500 dinners to celebrate France's gastronomy by inviting the public to share a "French dinner". In each participating restaurant, the event will render **homage to a vibrant, open and innovative cuisine**, while remaining true to its values of **sharing, pleasure, and respect for good food**, and for the planet.

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

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

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

Inspired by **Auguste Escoffier**, who launched the **"Dîners d'Épicure"** (Epicurean Dinners) initiative – the same menu, the same day, in several world cities and aimed at as many diners as possible – in 1912, **Goût de France/Good France** reproduces that beautiful idea with the desire to **involve restaurants all around the world**.

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

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

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



A GASTRONOMIC JOURNEY

France is sending the world a real invitation to journey, bringing together more than **1500 chefs from around the world** who will **take advantage of French gastronomy's assets** to express their talent and expertise through 1500 menus.

As from 21 January 2015, **all participating restaurants** will be presented on the www.goodfrance.com website.

It will be possible for everyone worldwide to identify participating restaurants in their city/country and to book directly at the restaurant of their choice.

Many chefs have already posted their menu on the Good France website, to enable everyone to imagine the dinner they will savour on 19 March.



AN INTERNATIONAL COMMITTEE OF CHEFS

Eateries around the world – from haute cuisine restaurants to bistros – were invited to apply on the www.goodfrance.com website, proposing a menu that showcases France's culinary traditions.

An international selection committee of chefs, chaired by Alain Ducasse, has approved the list of participating chefs, including Paul Bocuse (France), Raymond Blanc (United Kingdom), Thomas Keller (United States), Kiyomi Mikuni



(Japan), Paul Pairet (China), Joël Robuchon (France), Nadia Santini (Italy), Guy Savoy (France)...

A UNIQUE OPPORTUNITY TO ENJOY AND SHARE THE TASTE OF FRANCE

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

It will be an opportunity to share values that are dear to the French people – and which we need to continue defending ardently – with as many people as possible: conviviality and respect for our planet and its resources. And, most importantly, pleasure. Now, more than ever, gastronomy is a leading aspect of France and its culture. It is a genuine pull factor for **60% of tourists visiting the country.**

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

 Interview with Laurent Fabius:
<https://www.youtube.com/watch?list=PLm4Uf60qaOKHySBzyj6GzXedXmxxKkYX6&v=ADwjiZXtzHQ>

 Interview with Alain Ducasse:
<http://www.dailymotion.com/video/km2zud8nBkvYf9jVTE>

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