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## **GOUT DE FRANCE - UN DINER FRANCAIS ON MARCH 21, 2016**

### **LAUNCH AT THE QUAI D ORSAY JANUARY 28**

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**USPA NEWS** - Following the success of the first 'Goût de France/Good France' event, it will be held again on March 21, 2016, with view to making it an annual spring event. 'Goût de France/Good France', organized on the initiative of Alain Ducasse and the French Ministry of Foreign Affairs and International...

Following the success of the first 'Goût de France/Good France' event, it will be held again on March 21, 2016, with view to making it an annual spring event. 'Goût de France/Good France', organized on the initiative of Alain Ducasse and the French Ministry of Foreign Affairs and International Development, showcases the French way of life, regional products, and France as a tourist destination.

Inspired by Auguste Escoffier, who launched the 'Diners d'Epicure' (Epicurean Dinners) initiative in 1912 (the same menu on the same day, in several cities, for as many guests as possible), 'Goût de France/Good France' recreates this wonderful idea by involving restaurants around the world.

Over 1,500 chefs worldwide will pay tribute to the excellence of French cuisine and its emphasis on sharing, by preparing a special menu of recipes inspired by French expertise.

Participating restaurants are invited to design their menu based on the following sequence :

- Apéritifs and canapés
- Starter
- Main course(s)
- Cheese
- Dessert(s)
- French wines and Champagne

Each recipe will be based on cuisine that uses less fat, sugar and salt and shows concern for 'good food' and the environment. The price is at the restaurant's discretion and each participant will commit to donating 5% of the proceeds to a local NGO promoting health and the environment.

In addition to the participating restaurants, French Embassies will also be taking part in the event, organizing dinners in the residences of Ambassadors.

From January 28, 2016, all participating restaurants are presented on the [www.goodfrance.com](http://www.goodfrance.com) website. All around the world, anyone can find participating restaurants in their city or country. Many chefs have already posted their menu on the Good France website, to enable everyone to imagine the dinner they will savour on March 21, 2016.

The chefs on the Committee assessed the coherence and quality of the menus proposed by the restaurants have signed up in their respective geographic areas. Chaired by Alain Ducasse, it is including Paul Bocuse, Guy Savoy, Joël Robuchon, Thierry Marc, Stephanie Le Quellec, Michal Roth (Bayview/Switzerland), Benoît Violier (L'Hôtel de Ville/Switzerland), Genaro Esposito (Tore de Saracino/Italy), Claude Troisgros (Olympe/Brazil), Kiyomi Mikuni (Mikuni/Japan), Mohamed Zai (Kenzi/Morocco), Raymond Blanc (Great Milton/United Kingdom).

#### **ABOUT FRENCH CUISINE :**

French tourism is a 'national treasure', representing 7,5% of GDP and some 2 million jobs that cannot be relocated. 83,8 million tourists visited France in 2015.

Today, French food is one of the main reasons that tourists give for choosing France as a destination (one third of all trips) and it plays a large part in France's cultural influence worldwide.

The event will showcase places that have signed 'French destination contracts', which promote urban, rural, coasted and mountainous areas, with a focus on natural, artistic, or architectural heritage, sporting activities or well-being.

1,500 restaurants have been selected by the committee of chefs, including bistros, brasseries and restaurants serving contemporary or haute cuisine. All the chefs will share their expertise and creativity as widely as possible through dinners designed with conviviality in mind.

IN FRANCE, the country's full regional and culinary is represented :

- AUVERGNE-RHONE-ALPES : Julien Allano (Le Clair de la Plume)
- PROVENCE-ALPES-COTE-D'AZUR : Gérard Passédat (Le Petit Nice, Mauro Colagreco (Mirazur)
- MIDI-PYRENNES : Pierre Lambinon (Le Py'R)
- NORMANDIE : olivier Da Silva (L'Odas) and Jean-Luc Tartarin
- PARIS : Akrame Benallal (Restaurant Akrame), Frédéric Vardon (39V), Jean-Louis Nomicos (Les TAablettes), Mathieu Sagardoytho (L'Agapé) and Pierre Sang (Pierre Sang in Oberkampf).

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