



1000 chefs, 1000 menus
sur 5 continents

le 19 mars



On Thursday, 19 March 2015, all around the world, restaurants will offer more than 1300 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. This first Goût de France/ Good France event has already proved successful, with more participants than anticipated.

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 has invited the world to a savory journey, bringing together more than **1300 chefs from around the world** who will use the **French culinary knowhow** to express their talent and expertise through 1300 menus.

All participating restaurants are now present on www.good-france.com website.

Visitors to the site can find the participating restaurants in their city & country and book directly at the restaurant of their choice.

Many chefs have already posted their menu on Good France, so that diners can fantasize about the dinner they will savor on March 19.



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 specialties and openness to the outside world.

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

In addition to the participating restaurants, the French embassies will also be taking part in the event, organizing dinners at the Ambassadors’ residences. “*This will be a perfect demonstration the Gastronomic Meal of the French listed by UNESCO as a World Cultural Heritage*”, 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=PLm4Uf60qaQKHvSBYzj6GzXedXmxxKkYX6&v=ADwjiZXtzHQ>

 Interview with Alain Ducasse:
<http://www.dailymotion.com/video/km2zud8nBkvYlF9jVTE>

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