

PRESS KIT
JUNE 2016



FÊTE DE LA GASTRONOMIE

Cuisines populaires
Everyday cooking

23 24 25
SEPTEMBRE 2016



MINISTÈRE DE L'ÉCONOMIE,
DE L'INDUSTRIE
ET DU NUMÉRIQUE

SECRÉTARIAT D'ÉTAT
AU COMMERCE,
À L'ARTISANAT,
À LA CONSOMMATION
ET À L'ÉCONOMIE
SOCIALE ET SOLIDAIRE

Martine Pinville

Minister of State with responsibility for Commerce, Craft
Industries and Trades, Consumer Affairs and the Social and
Solidarity Economy

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Introduction by Martine Pinville



Martine Pinville
Minister of State with
responsibility for Commerce,
Craft Industries and Trades,
Consumer Affairs and the Social
and Solidarity Economy

Gastronomy is an essential part of our identity; it also provides an economic boost to France's regions and contributes to France's appeal around the world. The Fête de la Gastronomie – France's number one festival devoted to food – offers ambitious and festive events both in France and abroad.

This year, for the Fête's 6th year, I selected a theme that would reflect the reality of every French citizen – everyday cooking. From street food to world cuisine, from the lunchroom to the corner bistro, examples of everyday cooking are everywhere, and belong to everyone. They are part of our common heritage, in all their diversity and richness.

This year's theme spotlights what gastronomy means for many of France's citizens: the fundamental values of sharing, transmission and living together. Everyday cooking draws equally from tradition, inspiration and imagination. It summons up happy memories of family gatherings around a table, of times spent with friends, and of delicious meals thrown together from whatever is on hand. Everyday cooking is a living, breathing tradition, and one that we reinvent every day.

Since 2011, in a bid to celebrate France's exceptional gastronomic heritage, the Fête de la Gastronomie has brought together French food professionals and members of the general public. The Fête is synonymous with largesse, conviviality and pleasure. It promotes regional offerings from around France as well as the excellence of French savoir-faire.

On 23, 24 and 25 September 2016, whether you live here or are just visiting, whether you are a "foodie" or just curious about French gastronomy, it is my great pleasure to invite you, wherever you are in France, to experience, celebrate and discover (or rediscover) France's regional offerings, and to meet the women and men who make French gastronomy what it is today.

About the Fête de la Gastronomie

A far-reaching national initiative

The Fête de la Gastronomie is an initiative of the French Ministry for the Economy, Industry and Digital Affairs. It is sponsored by Martine Pinville, Minister of State for Commerce, Craft Industries and Trades, Consumer Affairs and the Social and Solidarity Economy, and Stéphane Le Foll, Minister of Agriculture, Agrifood and Forestry.

Since 2011, the Fête de la Gastronomie has presented festive and inclusive events of all types, throughout France and around the world.

For three days, gastronomy and tourism stakeholders, professionals from the social and solidarity economy, and the general public come together and exchange during events that have piqued their curiosity.

In just a few years, the Fête has become an unmissable event when it comes to French gastronomy. In 2015, nearly two million visitors and 300,000 professionals attended more than 11,000 events.

Steering committees

On the 23rd of June 2016, Martine Pinville chaired a steering committee, attended by Fête de la Gastronomie stakeholders and their media partners. The committee will meet again in September.

The goal of the steering committees is to stimulate and raise awareness among stakeholders and the media of the strategic and cultural implications of the Fête de la Gastronomie, to unite the various sectors of the gastronomy industry and to foster the emergence of ambitious projects throughout France.

The first meeting served to launch the 6th edition of the Fête de la Gastronomie, to introduce Eric Roux, the Fête's patron, and to present the theme, which will guide the work of this year's edition. The second meeting of the steering committee will serve to spotlight the Fête's new stakeholders and announce the highlights of 2016.

Conference

On the 12th of September, Minister Pinville will organise a conference at the economic and finance ministries devoted to everyday cooking.

Gastronomy – a key economic sector

French gastronomy means:

- Nearly €87bn in turnover and 794.000 salaried employees working in the catering sector. It is the country's fifth-largest source of jobs.
- More than €145bn in turnover and 475.000 employees in local food retailers.
- More than €1.7bn in turnover for the tableware sector.
- 13.5% of spending by foreign tourists.

The Fête de la Gastronomie – values and goals

The Fête de la Gastronomie generates opportunities both in France and abroad. Many French citizens are fans of the Fête, which promotes the values of sharing and discovery.

The goals of the Fête de la Gastronomie are far-reaching but realistic:

- Create a genuine gastronomic tourist offering in every part of France.
- Spotlight the richness and quality of the products that make up France's gastronomy.
- Encourage sector professionals by paying homage to the quality of their work and to their dedication.
- Make gastronomy accessible to all, from the oldest to youngest, without leaving behind the disadvantaged.
- Emphasise the excellence of French savoir-faire and offer new opportunities to both professionals and many amateurs.

This year's theme – everyday cooking

Each year, the Fête de la Gastronomie is built around a specific theme to stimulate thinking and to help people discover French gastronomy. The theme for 2016 is like the Fête itself – open, inclusive and creative.

Everyday cooking – preparing daily dishes, family meals around the table, dinners with friends – belongs to everyone. Simple, accessible fare that symbolises our ability to live together, and that draws inspiration from diversity, world culture, the street and the collective imagination.

It is in constant renewal, at home, in kitchens, in the lunchroom and on the menus of restaurants. Everyday cooking also includes quality cuisine that highlights regional products and provides a showcase for the *savoir-faire* of those in the universe of gastronomy.

Everyday cooking in France



Eric Roux, patron of the 2016 edition

"Food is a global social and cultural practice"



© Ludovic Le Guyader

Eric Roux, Patron of the 2016 edition of the Fête de la Gastronomie.

Founder and spokesperson of the *Observatoire des Cuisines Populaires*.

Founder and spokesperson of the *Observatoire des Cuisines Populaires* (OCPOP), Eric Roux has been chosen to be the patron of the 2016 edition of the Fête de la Gastronomie. His work and dedication are the perfect embodiment of this year's theme.

A native of France's Auvergne region, Eric Roux is a staunch defender of a cuisine that is creative, daily, seasonal and local.

He has been a regular guest on Radio France and Canal+ for eleven years, particularly in tandem with Jean-Pierre Coffe, and was one of the creators of Cuisine TV and Omnivore.

He is an author and culinary documentary journalist. His *Manuel des cuisines populaires* was published by Editions Menu Fretin in 2011. He also offers consulting and research services to businesses, local authorities and non-profit associations.

"I feel honoured and fortunate to be chosen as patron of the 2016 Fête de la Gastronomie, with its theme of everyday cooking. For many years, I have been a fervent defender of everyday cuisine, a way of cooking that combines daily need, pleasure and imagination.

Everyday cooking is so much a part of our lives that it can sometimes be invisible. And yet, who does not include mothers and grandmothers in the legacy of flavours that have so impacted our taste buds? Everyday cooking is everywhere: in well-known restaurants and in corner cafés, in every home of course, but also in school cafeterias and company canteens. It is rich, diverse and everywhere.

Celebrating everyday cooking is a celebration of an ever-changing tradition, of the skills and know-how needed to produce and process the products we consume, and of the French gastronomic meal that was recently consecrated by UNESCO. It is also a celebration of a cuisine that we all share, regardless of our faith or where we come from. The Fête de la Gastronomie means three wonderful days of cooking and sharing our everyday cuisine, this cultural and social tie that binds us together as a society.

It will be my great pleasure, as patron of this year's Fête, to promote and highlight the values that we cultivate in the kitchen and share around the table, humbly and with curiosity."

Everyday cooking as seen by Eric Roux

Everyday cooking is accessible and a symbol of our ability to live together:

"From the central kitchen of a company restaurant to dinner shared with family or friends, everyday cooking is always with us. It is a concept that focuses on the daily ritual of eating, overlaid with custom and the need to feed ourselves on a daily basis. Our styles of eating are the reflection of an entire society and era. Eating is a global social and cultural practice.

Regional cultural differences and successive waves of migration have contributed to the extensive diversity of our society. The common denominator of the protean forms of everyday cooking is the search for ways to foster togetherness.

Everyday cooking is characterised by its ability to adapt to geographic constraints, availability of products and local customs. It is protean, adapting easily to the time and money devoted to preparing the day's meals. Everyday cooking is a language; products are its dictionary and recipes are its syntax."

Texts published by the OCPOP

About the OCPOP

The goal of the *Observatoire des Cuisines Populaires* (Everyday Cooking Monitoring Centre) is to discover and transmit what everyday cooking means today.

Read more about it on the Centre's website, **observatoirecuisinespopulaires.fr**.

Highlights of 2016

Everyday cooking lessons

Transmission and sharing will be the core values of this year's theme. For this reason, Martine Pinville has decided to explore this theme via everyday cooking lessons.

What is an everyday cooking lesson?

Events' organisers are invited to share, in the form of workshops or get-togethers, well-loved recipes that represent the best of everyday cooking. These workshops will focus on gastronomy, of course, but will be times for sharing above all – a moment to discuss traditions, skills and memories with professionals, amateurs, newcomers and/or food enthusiasts.

The diversity of France's regions

The Fête is also a chance to discover the richness and diversity of France's regional cultural heritage. The everyday cooking lessons will offer a genuine culinary "Tour de France", where participants can encounter delicious local specialties.

Recettes de Chefs: a book of everyday recipes for you to try!

Each year since 2013, the Fête de la Gastronomie has published a cookery book entitled *Recettes de Chefs*. The Commission for the Fête de la Gastronomie seeks to display the range of France's culinary talent. This year's edition of *Recettes de Chefs* will focus on everyday recipes, both classics and new creations.

Get involved with the Fête de la Gastronomie, whether you are a "foodie" or just starting out in the kitchen. Try out these recipes created by our chefs on your family, neighbours and friends.

Types of projects

There's something for every taste at the Fête, ranging from local initiatives to innovative, original projects for sharing and passing on culinary know-how.

Public feasts and picnics

#FRIENDLY

Meals organised around a recipe, a chef or a product, served at a table or on a picnic blanket!

Gastronomic tours and outings

#DISCOVERY

Conferences in local and national museums, visits to tableware manufacturers and educational and tasting tours allow the public to discover the vast cultural heritage and history linked to French gastronomy.

Meetings with culinary professionals

#TRANSMISSION

Discussions, professional information days, open house events and cross-generational exchanges focused on skills and traditions and know-how.

Creative workshops and cooking competitions

#CREATIVITY

Sessions in schools and workshops for the general public organised around the preparation of a dish, the history of a product, the art of eating properly and responsible consumerism. So what are you waiting for?

Looking ahead to 2016

The Fête is founded on four pillars: community, discovery of France's culinary heritage, transmission of know-how and creativity.

Its appeal is founded on the multiplicity of events throughout France.

Old favourites returning in 2016:

- Fête de la Gastronomie et du Goût in Réunion
- Fête de la Gastronomie in Orléans
- Week-end gourmand du chat perché in Dole
- Fête de la Gastronomie in Nancy: The world of cheese
- Fête de la Gastronomie in Alsace
- Toulouse à Table
- Conservatoire du Littoral.
- A trip to the market with Relais et Châteaux chefs
- Street Food Temple.

This year, new events mean more surprises in store! Stay tuned...

Proposing an event for the Fête de la Gastronomie

The Fête is organised by the Commission for the Fête de la Gastronomie, under the aegis of Commissioner Sophie Mise le Bouleise. It is the coordinating body for every stakeholder.

The Commission's remit involves encouraging the submission of projects, advising and supporting project leaders depending on their sector, region and their development strategy. It communicates locally and nationally on the type and range of projects.

It's easy to place your project under the Fête de la Gastronomie umbrella – go to **www.fete-gastronomie.fr**, click on "Inscrivez votre événement" (Register your Event) and fill out the required fields. The Commissions's team will examine each proposal in a timely manner. Everyone can register an event: businesses, professional trade organisations, craftspersons, chefs, local authorities and individuals.

Financing your project

There are several ways to finance a Fête de la Gastronomie project:

- **Partnerships with local authorities (regional and *département* councils)** to highlight tourism and economic development using a gastronomy-related event.
- **Sponsorship:** requesting material support with no direct consideration from the beneficiary, for an undertaking or a person involving activities of a general interest.
- The **Centre Français des Fonds et Fondations** provides support for project leaders through calls for projects.
- **Crowdfunding:** thanks to crowdfunding platforms, project leaders can request donations from the general public for their ideas.
- **Creative Europe:** this European organisation provides support for cultural initiatives that promote European cultural heritage. Who can apply? Cultural and creative operators who have been legal entities for at least two years (local and regional authorities, businesses, government departments, NGOs, SMEs, universities and non-profit associations). Projects are evaluated based on their relevance, content and activities, communication and information campaigns, and the quality of the partnerships involved.
- **The European Regional Development Fund (ERDF):** grants subsidies that strengthen economic, social and regional cohesion. The goal is to reduce inequalities between regions by supporting regional economic development. The Fund is accepting applications between 2014 and 2020.

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Follow the Fête de la Gastronomie on:

www.fete-gastronomie.fr



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Keep up with all the latest news about the Fête de la Gastronomie! Sign up for our newsletter at fete-gastronomie.dge@finances.gouv.fr

See you at the Fête de la Gastronomie!

23rd 24th and 25th of September 2016



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