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A passion for savoir-faire

When we celebrate French gastronomy, we honour France's culture and savoir-faire, its heritage and its identity. When UNESCO included the gastronomic meal of the French on its List of the Intangible Cultural Heritage of Humanity, it recognised that this common good is a major cultural heritage. It also honoured the fact that French gastronomy is a living thing that, thanks to the skill and boldness of those who orchestrate flavours and colours, lends itself to exploration and reinvention.

This key sector in our economy is a source of growth and jobs: restaurants and caterers, small producers and local food shops together generate 100 billion euros in turnover and employ one million people. Moreover, it unites France's territories and protects what binds us together.

The scope of the Fête de la Gastronomie extends far beyond the gastronomic community itself – it is a wide-ranging economic development tool involving stakeholders from every sector: agriculture, tourism, education, culture, the solidarity-based economy, training, local authorities, etc.

For its 4th edition, we have chosen the theme of "A passion for savoir-faire" to showcase how vital it is to transmit tradition. We are especially grateful to Guillaume Gomez, the head chef at the Elysée Palace, for lending his patronage to the event.

The Fête continues to grow in popularity. Last year, 7,650 events received official approval, 103 of which took place outside France. More than 230,000 professionals took part, serving a million visitors! Each year, the Fête highlights French gastronomy and helps the entire sector to grow.

The French government is tireless in its efforts to meet the structural needs of the sector's professionals, supporting them as they face up to new challenges. The Responsibility and Solidarity Pact helps businesses, particularly small ones, to be more competitive. It is also an effective stimulant for employment (especially for young people), purchasing power and vocational training, and boosts the appeal of a number of professions. The Craft Industries and Trades, Commerce and Very Small Businesses Act helps protect craft workers and local businesses. The Consumer Affairs Act promotes the importance of quality and savoir-faire to consumers.

In the 18th century, Thomas Jefferson, American ambassador to France, reportedly remarked, "Every man has two countries: his own and France." France's art of living, its high standards with respect to taste and quality, the rich variety of its local products, the savoir-faire of its artisans – all combine to make it an outstanding gastronomic nation that appeals to every one of the senses!

26, 27 and 28 September 2014 – your passport to the world of French gastronomy!

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Guillaume Gomez – Patron of the 2014 *Fête de la Gastronomie* "Celebrating gastronomy is a celebration of life itself!"



When he was young, Guillaume Gomez always knew he would become a chef, and today he is the head chef at the **Elysée Palace**, where he began his career at 21.

At 25, this young man with a drive for excellence earned the title of **Best Worker of France**, and in November 2013, he took over the kitchens of the Elysée Palace, home of the President of France.

The Palace's new chef takes his role very seriously, and has founded the **Association des Cuisiniers de la République**, which brings together chefs from France's most prestigious public venues, such as the Senate and the National Assembly, as well as from France's embassies and selected local authorities. Their goal? To spotlight French savoir-faire, products and cuisine around the world.

More recently, he turned his attention to the general public during the 3rd edition of the **Fête de la Gastronomie**, when he created a gourmet recipe for under five euros as part of the "27 Chefs, 27 Regions" initiative.

Guillaume Gomez has enjoyed an outstanding professional career, and has been praised for his **openness**, his **generosity** and his **ability to transmit know-how**, particularly through his involvement with competitions and schools.

Here, he shares with us his view of the Fête in his new role as patron:

The Fête de la Gastronomie is a festival of the senses, a boundless venue where everyone, no matter what their connection to our profession, can share his or her savoir-faire. It's a fantastic crossroads where France's offerings can be highlighted at European and international level. Each event offers a chance to learn, and provides us with an opportunity to appreciate our country's breath-taking resources.

The Fête de la Gastronomie is a time for tasting and getting involved, a time to let one's imagination run wild. It is an opportunity to come together around flavours and materials, a time to let products show off their many qualities.

The goal is to make gastronomy accessible to everyone's palate and to each eye, to anyone with a sense of curiosity. Here is a chance for everyone to handle products, to learn techniques, talk with producers, discover new tastes, watch how things are done and share tips.

Gastronomy brings everyone together in a single embrace, and it deserves to be celebrated collectively. Come and experience the 2014 Fête de la Gastronomie!

Guillaume Gomez

Presentation

The Fête de la Gastronomie is a nationwide celebration offering a series of official events that bring together chefs, businesses, craft workers, trade federations and local authorities. In 2013, the Fête was turned into a three-day event. It offers a genuine opportunity for every stakeholder in France's gastronomy landscape to design ambitious and festive events – public feasts, tastings, special menus in restaurants, visits to businesses and farms, exhibitions, conferences and even street events.

The Fête is a strategic project for France and for the highlighting of its heritage. The wide range of its stakeholders are well matched, and include those from the fields of gastronomy, farming, tourism, education, culture, the solidarity-based economy, training, local authorities, and more. This major annual festival offers a convivial, heart-warming venue where French citizens and visitors to France can come together for moments of pleasure and discovery, and where they can share their common passion.

Gastronomy – a key economic sector for France

Gastronomy is an integral part of the French identity; it boosts the economy and contributes to France's worldwide reputation.

French gastronomy¹ means:

- Nearly €61.8bn 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.

France is the European Union's top agricultural producer, and the third-largest producer worldwide.

The Fête de la Gastronomie – values and goals

As part of ongoing efforts to promote the values of sharing and discovery, the Fête de la Gastronomie wishes to:

- 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 amateurs
- Spotlight the richness and quality of the products that make up France's gastronomy, and encourage sector professionals by paying homage to the quality of their work and to their dedication
- Create a genuine gastronomic tourist offering in every part of France

¹ Source: DGCIS, 2013

Fresh impetus for the 4th edition

The 2014 theme: "A passion for savoir-faire"

French gastronomy is known for the diversity and quality of its products as well as its high-quality culinary techniques. This year's theme, "a passion for savoir-faire", is designed to express what is special about French gastronomy, and illustrates the importance of handing down traditions from one generation to the next. The Fête offers a unique opportunity for the general public to discover chefs, artisans and teams who work passionately and who nurture career interests.

Gastronomy is a sector with a great deal of savoir-faire. What is it that brings together a farmer, a local merchant, a great chef, an amateur cook and a waiter? All of them have a specific set of skills, a know-how for growing, picking, preserving, preparing, selling and serving, one that requires training and vigilance in order to ensure quality products and a pleasurable experience.

The theme "A passion for savoir-faire" is intended to spotlight the work of these various players, and to make the public aware of the many professions that exist in the sector.

It is perfectly in line with current public policies, particularly the introduction of the "Homemade" label as part of the Consumer Affairs Act of 17 March 2014.

A new visual identity to match our new goals



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The Fête de la Gastronomie's new logo is dynamic and playful, and reflects the spirit of the fourth edition. Its colours and typography are designed to convey the event's modernity and its festive atmosphere. The spoon – a tool used by cooks and consumers alike – symbolises the savoir-faire, the skills and the work of professionals. It is a timeless logo that is intended to become an emblem for the Fête. A communication kit is available to project organisers to promote their events.

European Parliament resolution of 12 March 2014 on the European gastronomic heritage: cultural and educational aspects

The Fête de la Gastronomie is fully a part of a policy to promote the economic and cultural aspects of European gastronomic heritage, which was given a boost by the European Parliament on 12 March 2013.

The primary goals of this initiative were to improve overall culinary knowledge and nutritional education, to support the transmission of skills, and to make the general public aware of the diversity and quality of products.

As an event that highlights the tastes and aromas of French gastronomy, and that emphasises local products and the savoir-faire of an entire sector, the Fête de la Gastronomie is very much in line with this European measure.

The Fête de la Gastronomie Commission

The Commission for the Fête de la Gastronomie is the central body for organising events. Under ministerial authority, its mandate is to lead, organise and coordinate projects in connection with the various gastronomy stakeholders and local authorities.

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Get involved

The Fête website, www.fete-gastronomie.fr:

- Will, starting on 4 June 2014, list and promote projects. Everyone, including businesses, trade federations, artisans, chefs, local authorities and individuals, can include their event to receive the Fête de la Gastronomie 2014 label along with a communication kit.
- Will publish the programme for the Fête de la Gastronomie, including feasts, live shows, menus, conferences, events for kids, etc. in every part of the country.

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