



French Food News

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BREAD IS BACK IN FAVOUR

Last month France celebrated the 14th Bread Festival proving that this kitchen classic is THE flavour of the moment. The most demanding consumers are hunting down rye, unleaven and traditional loaves as they rediscover the flavours of well-cooked bread. This is particularly in tune with this time of financial crisis as many people are turning to more fundamental values. The best chefs are also experimenting with bread's versatility by: making sauces thickened with crusts, and garnishing with croutons and breadcrumbs. Once bread was served besides the main dish, now it is a component within it. Made with bread food is low in calories and has a light texture. Bread crumbs make a terrific crumble topping, finely cut bread can be used for ?chips? or as a savoury ?pastry? layer. These are just some of the innovative ideas that are taking bread a step forward.

Did you know?

For 82% of French people eating bread is such a pleasure they never have a meal without it.

Find out more, visit our section : [A certain art de vivre](#)

SPECIALITY & FINE FOOD FAIR: 6-8TH SEPTEMBER 2009, LONDON OLYMPIA

Over the past decade the Speciality & Fine Food Fair has become established as one of the most important dates in the gourmet trade calendar. The demand for high quality produce, with traceable provenance, continues to grow as consumers become increasingly aware of the health and ecological implications of food production. This year French produce will play an important part in the success of the fair with a 218m² French Zone sponsored by the French Ministry for Agriculture and Fisheries. There will also be sectors dedicated to Corsican, Burgundy, Nord Pas de Calais and Provence-Côte d'Azur regions. Here visitors will discover everything from wine to poultry to truffles to nougat. Chocoholics should head to the Speciality Chocolate Fair which has increased by 25% this year and will include stands from a number of boutique French Chocolatiers. For a full list of French exhibitors please email: jeanne.delaunay@sopexa.com

For more information and to register for your FREE visitor badge please visit: <http://www.specialityandfinefoodfairs.co.uk>

The show in figures

7851 visitors (ABC audited) attended the Fair in 2008 ; 79% of visitors recommend or have sole purchasing authority ; 73% of visitors would recommend the Fair to another buyer.



To find out more

Visit www.toques-services.com

A NEW GOURMET DICTIONARY IN 6 LANGUAGES

The multi-national hospitality trade uses a rich vocabulary that needs to adapt so there is effective and precise communication within teams of employees and between staff and guests. Mathieu Hann from Strasbourg noticed that majority of people in the hospitality profession had gaps in their understanding of different languages. So in April 2009, after 5 years work, he published the Lexique Gourmand Européen which covers 13,500 phrases. The 600 page long volume has a preface written by Michel Roth, one of France's most awarded chefs. It brings together specialist expressions used by each sector of the restaurant trade so guests can be fluently welcomed in: French, German, English, Italian, Spanish and Dutch.

Find out more, visit our section : [France around the world](#)



FRENCH APERITIF SEMINARS

As part of the worldwide Aperitif à la Française celebrations the French Ministry of Agriculture and the Academy of Food and Wine Services held a number of seminars featuring French aperitif wines at the Gloucester Millennium Hotel in Central London. Food and wine writer Natasha Hughes led the wine tasting events which featured wines from Burgundy, Bordeaux, Alsace and the Loire. These were presented by style: light, medium bodied, sparkling, etc. These seminars were a great opportunity for members of the trade to consider a number of different food and wine matches and to explore the opportunities to increase sales via promoting aperitif wines. We found some interesting and unexpected food and wine pairings, comments Hughes. Following the success of these seminars a further series is planned for the autumn. These will be led by a chef from the Cordon Bleu school and will focus on aperitif foods. To find out more contact Jeanne Delaunay at Sopexa (UK) on Jeanne.Delaunay@sopexa.com

For more information visit: <http://www.aperitifalafrancaise.com>

Diary Date

On the 4th June 2009, in 21 countries and 37 cities, French food and wines were celebrated all around the world as part of the International Aperitif à la Française Day. Next year's date is already set for the 3rd June 2010.



Focus

To enable consumers to differentiate between the PGI (which is in blue), the PDO logo is now in red

QUALITY SIGNS: A MOVE FROM FRENCH AOC TO EUROPEAN PDO

The European parliament has decided to increase the visibility and simplicity of the quality and origin classification systems used for agricultural products and to make food labels easier to understand. So since the 1st May 2009 the European logo PDO (or its written mention) has been obligatory on all packaging which used to display the French AOC logo. (Although wine is exempt as it is covered by other regulations). Under this system all other European designation of origin products are brought together under a common sign. Perhaps the most high profile change will be the AOC sign will no longer be used on French cheese. AOC (Appellation d'Origine Contrôlée): a guarantee of quality based on an origin in a local soil or terroir PDO (Protected Designation of Origin): the European guarantee equivalent of AOC PGI (Protected Geographical Indication): a guarantee of the link between a product and its geographical origin

Find out more, visit our section : [Diversity & Quality Signs](#)

ICONIC FRENCH BRANDS: PRESIDENT DAIRY PRODUCTS



Pauline Clement, Senior Product Manager Lactalis Mc Lelland, which own the well-known French brand Président, starts a series of short interviews with key people involved with 'iconic French brands'. Tell us about Président. Globally Président is one of the leading continental cheese brands. A household name in France, Président has established itself as the continental cheese and butter expert. In the UK the brand is worth around £20 million at RRP. The packaging of your products plays to their French identity. Are you an 'iconic' French brand? We are French but with a small f. Allegedly there are 365 French cheeses! However a lot of consumers choose classic favourites: Camembert, Brie, Roquefort etc. A) How do you encourage consumers to try other cheeses? There is still limited usage of the big 3 above, so we are trying to grow those before embarking on lesser known variants. B) Is there scope for new products? We are launching two spreadable cheeses called Président Crème de Camembert and Crème d'Emmental. Another addition to our range is individually wrapped Brie mini-portions, perfects for snacks. Tell us about the future of President in the UK market. Any exciting plans? We are investing in the brand with a nationwide campaign. President Emmental was on UK TV in April- May 2009 and we are launching a new product specific for the UK market.

To find out more about President visit <http://www.president.uk.com>

Did you know?

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Lactalis is amongst the world's leading cheese manufacturers with sales over 600,000 tonnes in 150 countries all around the world.



WOMEN IN WINE: A NATIONAL WOMEN WINE-MAKERS CIRCLE

More than 80 female winemakers from different French regions including Alsace, Burgundy, Beaujolais, Rhône Valley, Provence, Languedoc, Médoc, South West and Touraine, have grouped together to form a new national circle: 'Femmes de Vin'. Their goal is to emphasize the feminine approach to their profession and to show that wine is a product made with passion that should be approached with understanding and respect. They also wish to preserve their wine-making heritage which has not only moulded the French landscape but also shaped the French way of life. 'We create wine and we defend our wine culture' explains Marie-Laurence Saladin, one of the founders of the circle. 'We have come together to encourage drinking with moderation, not only because wine is good for the health but it is also synonymous with conviviality and an interest in the world,' she adds.

To find out more visit: <http://www.femmesdevin.com>

In brief

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Although women have played a part in wine making for centuries, since the 1990s their contribution has grown with many female oenologues, sommeliers and winemakers.