

Beat: Arts

## **GOÛT DE FRANCE-GOOD FRANCE Boosts The Visibility Of FRENCH CUISINE In The World**

**4th Edition On March 21, 2018**

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**USPA NEWS** - On March 21, 2018, in 152 countries, Goût de France / Good France, is organizing on the Initiative of the Ministry for Europe and Foreign Affairs, to boost the Visibility of French Cuisine on the World's 5 Continents. For this Fourth Edition, Goût de France / Good France will involve French Embassies abroad and the Chefs from some 3,000 Participating Restaurants around the World. They will all offer "French Menus" on the same Day, Wednesday 21 March 2018....

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A Tribute will be given to Paul Bocuse (1926-2018) who died a few days short of his 92nd Birthday, in Lyon where he was born. He came from a Modest Background and remembered his Roots throughout his Life, often recalling how, as Eugénie Brazier's Young Apprentice, he had the Job of carrying the Coal up the Hill to the Restaurant.

The World's First Celebrity Chef's Signatures include Truffle Soup VGE (first created for President Valéry Giscard d'Estaing in the 1970s) and Fricassée of Bresse Chicken. He lived his incredible Life in Triplicate (held Three Michelin Stars for 50 Years), won Countless Awards and his cherished Products were Butter/Cream and Wine. He was "Meilleur Ouvrier de France" in 1961; Cook of the Century "" GaultMillau 1989; and voted Chef of the Century by the Culinary Institute of America in 2011. In 1987 he created the Bocuse d'Or, the World's Most Prestigious Bi-Annual Cookery Competition (often referred to as, "the culinary Olympic Games").

- Participating CHEFS around the World :

- \* 1% Oceania
- \* 13% Africa
- \* 20% America
- \* 25% Asia
- \* 41% Europe

- New Participating Countries :

- \* Kirghizistan
- \* Lesotho
- \* Maldives
- \* Turkménistan

- Progress of Goût De France / Good France since the First Edition :

- \* 1,300 Restaurants in 2015
- \* 1,700 Restaurants in 2016
- \* 2,100 Restaurants in 2017
- \* 3,000 Restaurants in 2018

- Outside FRANCE, Nationalities of CHEFS :

- \* 82% are Foreigners
- \* 18% are French

Tourism is a Major Part of the Contemporary Experience Economy, in which Food plays an Important Role. Food is a Key Part of all Cultures, a Major Element of Global Intangible Heritage and an Increasingly Important Attraction for Tourists. The Linkages between

Food and Tourism also provide a Platform for Local Economic Development, which can be strengthened by the use of Food Experiences for Branding and Marketing Destinations.

Gastronomic Tourism includes visiting Food Producers, Eating Festivals, Restaurants and Special Places related to some Special Foods together with Tasting a Special Dish, observing its Production and Preparation Processes or Eating a Special Dish from the Hands of a Very Famous Chef as well as seeing how a certain Dish is being prepared.... Besides Gastronomy Tourism being Interest Tourism, through the Learning of Cultural Characteristics of Host Areas thanks to Local Dishes of the Area, Gastronomy Tourists are also Culture Tourists at the same time....

Source : Goût De France / Good France Press Conference @ Ministry For Europe And Foreign Affairs (Paris) on March 06, 2018.

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