



FOR IMMEDIATE RELEASE

9th April 2009

Le French GourMay Food & Wine Festival, 1st Edition

Le French GourMay – Come and discover the ‘tasty’ proof of the art living!

The aim of the Le French GourMay programme is to introduce the best of French wine and gastronomy to the discerning palates of the people of Hong Kong and Macau. In addition to support of Chefs, food designers, and wine Châteaux in France, restaurants in Hong Kong and Macau are also joining in the festivities by coming up with their own Le French May menu. Every year, GourMay will introduce wine from a different region of France and this year, Rhône Valley will be the focus.

With Le French GourMay, we hope not only to titillate the tastebuds of the people of Hong Kong and Macau but also to complete Le French May Arts Festival experience by staging events that will engage all five senses of the audience.

Le French GourMay is the “tasty” proof that Le French May is more than just a festival.

To celebrate Le French GourMay wine and food festival, 1st edition, at agnès b. Le pain grillé, the Consul General of France Mr. Jean-Pierre Thébault addressed an opening speech. Then, the French Commercial Attaché for Agricultural and Food products, Mr. Marc Brugaliere introduced the highlight of Le French GourMay – the wine culture of Rhône Valley. Later on, the Managing Director of Classic Fine Foods, Mr. Jacques Boissier presented our honored guests, Mr. Frederic Chabbert, Chef of Petrus Restaurant of Island Shangri-La Hotel, Mr. Philippe Orrico, Chef of Pierre Restaurant of Mandarin Oriental Hotel and Mr. Vincent Thierry, Chef of Caprice Restaurant of Four Seasons Hotel, while expressing the sophistication and high quality of French cuisines. The press conference was followed by a delicious experience of French appetizer by Classic Fine Foods and served by agnès b le pain grillé with Rhône Valley wine tastings.

For further information: <http://www.frenchmay.com/gourmay>



Le French GourMay official partner – Rhône Valley Wines, a French ‘Terroir’

Why Rhône Valley wines for Le GourMay 1st edition? Because Rhône Valley is related to an environment steeped with culture and history as reflected by the papal city of Avignon, and for over 60 years now, the Festival of Avignon, that international meeting of the theatre and performing arts world.

In south-eastern France between Lyon and Avignon, spreading along both sides of the Rhône River, lay the Rhône Valley vineyards. With a favourable climate (heat and sun, with more than 3,200 hours of sunshine each year!), the Côtes du Rhône wine region has grown over the centuries to become France’s second biggest quality wine region. The Rhône Valley produces predominantly red wines (90% of production) which enjoy worldwide renown: in fact, Côtes du Rhône wines are now enjoyed in 145 countries.

Rhône Valley is also known as a wine growing culture that respects the environment. Blessed with a rather dry climate, the Rhône Valley is also known for its mistral, the north wind that blows in summer and winter alike. Wine growers here are able to practice environmentally-friendly viticulture because this wind purifies the air and helps the grapes to ripen well at harvest time. What’s more, the number of growers switching to organic farming grows each year and it is no coincidence that Ventoux is classified as a "Biosphere Reserve", that the Luberon vineyards are entirely surrounded by a regional “natural park” and that those of Côte Rôtie and Dentelles de Montmirail are applying for UNESCO world heritage site status.

Furthermore, Rhône Valley is the 2nd largest French AOC wine region in terms of surface area and production (79 045 ha). It has 1 627 private wineries, 97 co-operative wineries, 51 negociants, 6 producers unions. 26% of the bottles from the Rhône Valley AOC are exported Schéma. Hong-Kong is a very dynamic market for Côtes du Rhône wines, with 1,400 hl sold in 2008 (+85% in volume over the first 9 months of 2008).

There will be many opportunities to discover Rhône Valley wines: Tastings will be organized for Le French May and Le French GourMay events. Besides the Rhône Valley will be showcased in more than 70 partner restaurants and promoted in partner specialist wine shops .



Here you have a list of various events around Rhône Valley wines for Le French Gourmay:

General Public

- *April 21st*: Prestige dinner with Scientist Hervé This and Chef Pierre Gagnaire at Mandarin Oriental. Wines from Domaine Perrin.
- *April 22nd*: Rhône Valley wine maker dinner presented by the Press Room with the presence of Pierre Perrin. Wines from Domaine Perrin, Château de Beaucastel.
- *May 3rd to 10th* : Mother's GourMay week at Amber.
- *May 4th*: Rhône Valley wine maker dinner organized at La Brasserie.
- *May 7th*: Tasting organized at Lux.
- *May 8th*: Tasting event with Wine World at La Villa Bubble.
- *May 14th* : A journey through Rhône Valley at Amber restaurant.
- *May 18th, 19th, 20th* : Rhône Valley wine maker dinner with chef Christian Le Squer at Amber.
- *May 23th*: Wine fair organised for the general public, at the Park Lane Hotel, Causeway Bay from 1pm to 4:30pm, wine presented by more than 10 wine merchants.
- *May 27th*: Rhône Valley wine maker dinner at Ming Court (one star Michelin restaurant) with Martine Lombardo from "Le Devoy Martine" estate.
- *Every Wednesdays in May*: "One night tastings" at One Bar.
- *May*: you will have the opportunity to taste Bouchon Lyonnais set lunch at MO bar, food, cheese and wine pairings at Caprice and a special RhôneValley menu at Le Petit Paris and at Chez Patrick and agnès b. le pain grillé.

Trade Activities:

- *May 13th and 14th* : mini-fair for Rhône Valley Wines exporters in Hong Kong and Canton.
- Rhône Valley wine maker dinner for sommelier organized in collaboration with the society of wine educator.
- *May 15th* : spectacle Qi Qiao Ban for Rhône valley Wine importers followed by a wine and food pairing dinner.

Further information:

About Rhône Valley wines: www.rhone-wines.com

About Rhône Valley wine tourism: www.rhone-wines-tourism.com



Le French GourMay Programme: Hervé This and Food • Art • Elements

Hervé This is a French physical chemist. He works at the “French National Agency for Food and Agriculture” and his main area of interest is molecular gastronomy, or how our knowledge of chemistry and science in general, can be used as a tool to enhance culinary experiences, rather than the purely empirical knowledge which more often than not dictates the rules in the kitchen. He is the Scientific Director of the Foundation "Food Science & Culture", which he created at the French Academy of Science. He also attributes great importance to the emotional aspect of cooking, as the title of one of his books shows: "Cooking is love, art and technology".

He will present in Hong Kong and Macau from 20th to 25th April a series of performances about molecular gastronomy, including «Hervé This-Pierre Gagnaire prestige dinners», public lectures and demonstrations.

To visualize the whole Hervé This programme : <http://www.consulfrance-hongkong.org>

Food • Art • Elements by La Cellule is formed by two artists Emmanuelle Becquemin and Stéphanie Sagot. They have been developing their work since 2003. For them, consumption is the distorting lens through which man can see the world. A subject of their work, consumption is also at the core of their creating system – quotation holds an important part in their work.

They use DIY (do it yourself) as an aesthetic device, using the industrial products as a material. Their installations often lure visitors into the works' clutches in order to take part in its transformation. Becquemin and Sagot's works are tinged with those slight perversions and that assemblage technique. They create this polysensory, poetical and collective universe in which "the distribution of the sensible" occurs.

For Le French GourMay, La cellule will present performances, questioning our relationship to consumption and to our society.

Dates: 1st & 3rd & 10th May 2009

Time: from 3.30 pm to 6.30 pm

Venue: Civic Square at ELEMENTS

Further information: <http://lacellule-becquemin-sagot.com>



About Le French May

Organized by the Consulate General of France in collaboration with the Alliance Française of Hong Kong, and with the support of the Leisure and Cultural Services Department for the past 17 years, Le French May has grown to become one of the largest French arts festival in Asia. During its history, Le Festival has staged over 500 events of the highest international caliber, covering a broad array of artistic disciplines including the visual arts, opera, classical and contemporary music, dance, new circus, cinema, as well as the culinary arts which we have developed into a stand alone programme entitled GourMay.

The growing number of our audience throughout the years is a testimony to the fact that Le French May has earned a premium spot in Hong Kong's artistic calendar. This phenomenon is attributable to a carefully-crafted schedule of programmes as well as our policy of affordable pricing. Le Festival's interactive website (www.frenchmay.com), updated daily, provides our audience an easy access to all our events. Through a 'free events' category on the site, audience can purchase a broad range of tickets at a discount.

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