



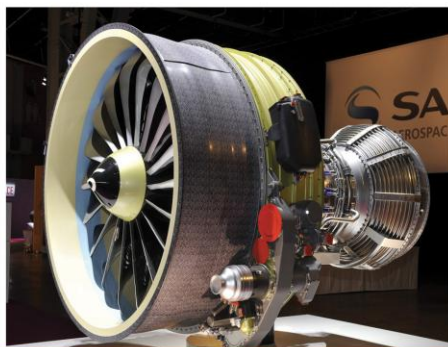
EXPERIENCE THE  
**MAGIC OF FRANCE**

**IN BRYANT PARK**  
September 28-29, 2013



## Taste of France Show

Complimentary admission - [www.TasteofFrance.com](http://www.TasteofFrance.com)



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### 1/ THE EVENT

The Taste of France Show will take place in, Bryant Park (New York), on September 28-29, 2013 as the **world's largest event dedicated to France.**

Held under the high patronage and in the presence of Mr. Laurent Fabius, French Minister of Foreign Affairs, and Mr. Guillaume Garot, French Minister for food industry, and also in the presence of Mr. François Delattre, French ambassador to the United States, Taste of France is a 2-day event which will showcase the most renowned aspects of French **Technology, Cuisine, Lifestyle, Tourism, Beauty, Culture, and Fun.**

Taste of France is a non-for-profit organization managed by the entire New York French community and whose mission is to promote the image of France and to offer New Yorkers the ability to experience France in a brand new way, through events and programs which explore the diversity of the French world.

The event will benefit Action Against Hunger.



*The world's largest event dedicated to France - [www.tasteoffrance.com](http://www.tasteoffrance.com)*

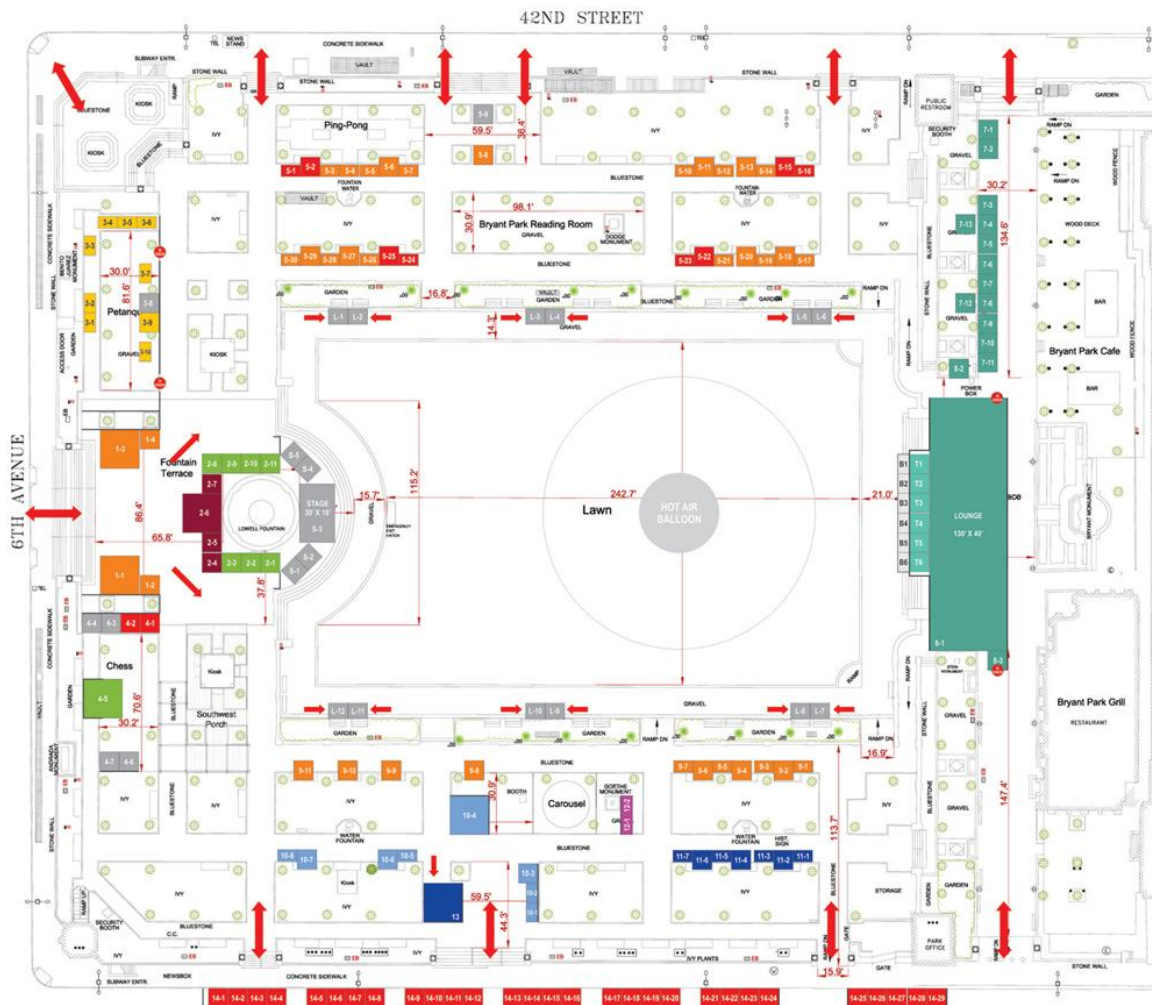
## 2/ GENERAL SHOW

**SATURDAY - September 28, 2013: 11:00am-11:00pm**  
**SUNDAY - September 29, 2013: 11:00am-7:00pm**

You are in for a very special treat because we like to think of ourselves as a first class ticket to France. The French of the world have united to give you a complete sensory experience of their motherland. Come hungry and ready to shop, learn a little or a lot, smile, relax and have a great time in France ...in Bryant Park! Show scenography designed by renowned international architect: Jean-Pierre Heim.

**ENTRANCE TO THE SHOW IS COMPLIMENTARY AND MOST ACTIVITIES ARE FREE OF CHARGE. FOOD, DRINKS AND MERCHANDISE CAN BE PURCHASED ONLY WITH THE SHOW CURRENCY, THE MARIANNE , AVAILABLE FOR PURCHASE AT THE SHOW OR IN ADVANCE ONLINE (WITH THEN A CHANCE TO WIN TWO ROUND TRIP TICKETS TO PARIS AND OTHER PRIZES). A FEW GREAT SPECIAL EVENTS DO REQUIRE TICKETS WHICH CAN BE PURCHASED ON LINE AT [WWW.TASTEOFFRANCE.COM](http://WWW.TASTEOFFRANCE.COM)**

<b>1- LIFESTYLE</b>	<b>2- TECHNOLOGY</b>	<b>3- BEAUTY</b>	<b>4- CUISINE</b>	<b>5- WINE &amp; SPIRITS</b>
<b>6- TOURISM</b>	<b>7- CULTURE</b>	<b>8- CHILDREN</b>	<b>9- FUN</b>	



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## 3/ EXCITING ACTIVITIES THROUGHTOUT THE SHOW:

### 1- LIFESTYLE:

- French Market
- Live demonstrations by French craftsmen manufacturing French artisanal products and demonstrating their unique know how.
- Metal workers demonstrating the amazing and skillful technique of "repoussage"
- Cutlers.

### 2- TECHNOLOGY:

- See the inside of an actual Boeing and Airbus engine by Safran Group
- Exhibition of plane models by Dassault Falcon jets
- Helicopters models by Eurocopter.
- 3D interactive projection of the construction of Paris by Dassault Systèmes.

### 3- BEAUTY:

- Complimentary Hair and Beauty sessions presented by L'Oreal
- Enjoy treatments by Clarins
- Experience the art and science of perfume creation in action: Made from freshly imported wild lavender from Provence being distilled in front of your eyes, the master Perfumers from Mane and Crafting Beauty, will create for you your very own custom made and exclusively designed Taste of France perfume. A one of a kind and unforgettable experience.

### 4- CUISINE:

- **Delectable** dishes from 30 of the best French Chefs from around the world
- Cooking demos by top French master Chefs
- Tastings of various French regional dishes
- Other special events listed hereunder (tickets required).

### 5- WINE & SPIRITS:

- The "Aperitif à la Française" Experience (tickets required)
- French Wine Tastings & Seminars
- Grand Wines Tasting event (tickets required)

### 6- TOURISM:

Visit various regions of France and find out the best kept secrets of where these 82 million tourists go.

### 7- CULTURE:

Literary discussions and Marc Levy Book Signing.

### 8- CHILDREN:

- Treasure hunt in the theme of Ratatouille
- Children's art contest (Join now on Taste of France Facebook page)
- Kids will be able to express their creativity with art supplies and a giant blank canvas
- French lessons for children and adults.

### 9- FUN:

- Come see a real Hot Air balloon being blown in front of your very eyes..
- A very sweet and fun French Bulldog Show will take place during the weekend with a daily parade of 25 French bulldogs, all winners of our huge French Bulldog contest on Facebook.
- On Sunday at noon, Taste of France is organizing the largest French picnic ever on the lawn of Bryant Park, on three giant red, white and blue table cloths. Come dressed in red white and blue as well. Pic-nic basket will be available for sale right at the show with lots of great French delicacies in them, and also get a surprise gift bag with many French goodies when you purchase a Pic-nic basket.
- "President" Cheese is preparing a special treat for us, a large-scale Butter sculpture! Guests will watch throughout the event as the block of butter is expertly sculpted into a surprise sculpture.
- Taste of France's tri-color Hot Air Balloon will be flying high above the lawn in Bryant Park. You couldn't miss it if you tried! (to be confirmed)
- Throughout the week end, and especially Saturday night, there will be a French concert in the park with Francophone singers and artists who will perform contemporary and classic French music.
- Sign up for our Music contest: The best artist chosen on our Taste of France Facebook page will be invited on stage to perform live!

## 4/ SPECIAL CUISINE EVENTS (in chronological order):

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Although the access to Taste of France is complimentary, there is a fee for some of the special events and grand tastings listed hereunder. Buy tickets to our Taste of France Special Events in advance of the show, on Eventbrite. Seats are limited and are available only on a first come first serve basis. See descriptions of these unique and wonderful events on line at [www.tasteoffrance.com/specialevents](http://www.tasteoffrance.com/specialevents)

### **SATURDAY, SEPTEMBER 28, 2013**

**APERITIF A LA FRANCAISE: Bryant Park (11am-11pm)** - Aperitif area - Complimentary entrance with online reservation

**LE CAFÉ DU PARC (delicious meals):** Bryant Park Lounge (11am-2pm) - Terrace area - \$35

**LE GRAND WINE TASTING (over 100 great wines):** Bryant Park Lounge (3:30pm-6:30pm) - Terrace area - \$150

**SOIREE OFFICIELLE TASTE OF FRANCE (in partnership with Only Lyon):** Bryant Park Lounge (8pm to 11pm) - \$150 including an amazing 3D projection on the construction of Paris.

### **SUNDAY, SEPTEMBER 29, 2013**

**APERITIF A LA FRANCAISE: Bryant Park (12pm-7pm)** - Aperitif area - Complimentary entrance with online reservation

**CABARET NOUVEAU BRUNCH OR EARLY DINNER (including an amazing interactive 3D projection on the construction of Paris):** Bryant Park Lounge (11am-2:30pm and 3.30pm-7pm) - Terrace area - \$100

For more information and to buy special events tickets, visit [www.tasteoffrance.com/specialevents](http://www.tasteoffrance.com/specialevents)

## 5/ THE TASTE OF FRANCE ORGANIZATION

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### **HONORARY CHAIRMAN:**

FRANCOIS DELATTRE - Ambassador of France to the United States

### **BOARD OF DIRECTORS & FOUNDING MEMBERS:**

PAUL BENSABAT, CHAIRMAN - President, Foreign Trade Advisors of France (North American Committee)

ARIANE DAGUIN, VICE CHAIR - CEO of d'Artagnan

JEAN LOUIS DUMONET, SECRETARY - President, Les Maîtres Cuisiniers de France (U.S. and Canada Chapter)

JEAN LOUIS GERIN, TREASURER - President, Academie Culinaire de France (U.S. Chapter)

ENRIQUE GONZALEZ - President, French Media Events

### **EXECUTIVE DIRECTOR:**

ENRIQUE GONZALEZ - President, French Media Events, founder of Taste of France 2012

### **EXECUTIVE EVENT PRODUCER:**

ROD & SANDRINE KUKURUDZ, Co-presidents Citizen Events

### **HONORARY COMMITTEE:**

CHARLELIE COUTURE - Artist

DIANE VON FURSTENBERG - Designer

JEAN RENO - Actor

GEORGE SAPE - Former Maître of the Commanderie of Bordeaux

CRAIG STAPLETON - Former United States Ambassador to France

### **STEERING COMMITTEE:**

BERTRAND LORTHOLARY - Consul General of France in New York

ANTONIN BAUDRY - Cultural Attaché, French Embassy in the United States

ELSA BERRY - President, French American Chamber of Commerce in New York

DR. GERARD EPELBAUM - President, Committee of French Speaking Societies

CHARLIE KOLB - President French American Foundation

ARNAUD LERETOUR - CEO North America, UBIFRANCE (USA and Canada)

CHRISTOPHE MALVEZIN - Agricultural Attaché, French Embassy in the United States

PAULINE OUDIN - President, SOPEXA (USA)

MARIE MONIQUE STECKEL - President, French Institute Alliance Française (New York)

CHRISTIAN TETEDOIE - President, Les Maîtres Cuisiniers de France (World)

ANNE-LAURE TUNCER - President, ATOUT FRANCE (USA) - France Tourism Development Agency

PHILIPPE YVERGNIAUX - President, Invest in France Agency (USA)

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## Launch Event

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