

**PARIS  
REGION**  
TOURIST BOARD



**île de France**



## PRESS RELEASE

Paris, 7 September 2015

### This autumn, get a taste of Paris Region

*The culinary scene in Paris Region is diverse and continually reinventing itself. It remains highly experimental and creative and is considerably influenced by tradition and innovation. The tourist destination abounds in culinary delights and offers varied dining experiences. With 49% of its land area being agricultural, Paris Region is rich in local produce and expertise. Whether you're in Yvelines (78), Seine-et-Marne (77), Essonne (91) or Val-de-Marne (94), it's easy to find a good restaurant to taste and savour the quality, often local products.*

Throughout autumn, Paris Region is a food destination with many things happening.

With the support of the Paris Region Tourist Board, the departmental tourism committees 77, 78, 91 and 94, and CERVIA (French regional center for agricultural and food development and innovation) are getting together for the first time this year to show people how to enjoy "eating local" according to their tastes.

This is a unique opportunity to discover good restaurants for couples, gourmet and farmers' markets, local produce with tastings and tours... but also innovative laboratories and their new pastries, and street food trucks with a thousand flavours.

#### Events not to be missed:

The food season opens in mid-September with two "Semaines du Mangeons local" (eat local weeks) organised by CERVIA from 12 to 27 September.

The "Fabuleuse fête du mangeons local" ("fabulous eat local festival") on the banks of the Seine will be the highlight.

[www.mangeonslocal-en-idf.com](http://www.mangeonslocal-en-idf.com)



*Semaines du*  
**MANGEONS  
LOCAL**  
PARIS ÎLE-DE-FRANCE

Also open days on farms, with recipes and "Made in Ile-de-France" menus in restaurants certified "Mangeons Local en Ile-de-France – Des Produits d'Ici Cuisinés Ici" (eat local in Paris Region – local products cooked here), pick-your-own produce at the farm and street kitchens.

Find all this information on the professional  
portal of the Paris region Tourist Board  
[here >>>>](#)

**pro.visitparisregion.com**  
FOURNISSEUR OFFICIEL DE BONS PLANS  
**vos rendez-vous GOURMANDS**

As part of the "Fête de la Gastronomie", from 25 to 27 September

> The Seine-et-Marne department is organising the initiative "J'aime les fromages de Brie" (I love Brie cheeses) for the 3rd year in Seine-et-Marne restaurants over two months, from 25 September to 30 November. The perfect time to discover or rediscover a cheese "terroir" and appreciate local gourmet expertise through tasting, thus promoting the connection between producers, manufacturers, farmers and visitors, while respecting the environment and supporting local produce from this department.



Xavier Thuret from Meaux, winner of the Best Craftsman in France award for cheese, is promoting the event for the second year in a row. A hundred or so restaurants will be participating in this event. Facebook.com/jaimelebrie and at [www.jaimelebrie.fr](http://www.jaimelebrie.fr)

> The Val-de-Marne department has organised a programme of unusual workshops and tours so you can meet people who are passionate about the area and discover local produce, or experience the unique charm of the *guinguettes* (open-air restaurants with their own dance floor). These events will illustrate all the ins and outs of both traditional and multicultural gastronomy, the importance of passing on traditions and skills, and also new urban farming practices. Find the whole programme at [www.tourisme-valdemarne.com](http://www.tourisme-valdemarne.com)

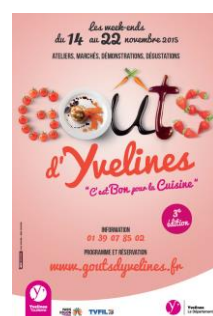
> New: the Yvelines, Eure and Val d'Oise departments are joining forces with the Fête de la Gastronomie and are holding a public gourmet event throughout the Seine Valley, on the theme of creative, bold *tartines* (open sandwiches): Croq'en Seine, 25 to 27 September.

Find the whole programme at [www.eureenligne.fr](http://www.eureenligne.fr)



Produits & Terroir Essonne and Essonne Tourisme are organising the **Balade du Terroir** (a local produce tour) in Essonne on 17 and 18 October. For the Semaine du Goût (taste week), over 30 producers and artisans will open their doors and introduce visitors to the wealth of produce from the Essonne department.

The full programme can be downloaded from 2 September from [www.terroir-essonne.com](http://www.terroir-essonne.com)



**Goûts d'Yvelines** (flavours of Yvelines), are two weekends dedicated to produce and catering. United by their common passion and a desire to try new things, producers, artisans, chefs, apprentices, professionals and foodies alike will gather from 14 to 22 November for discussions, exhibitions, meetings, debates, cooking classes, cooking competitions, dinners and tastings!

Find the whole programme at [www.goutsdyvelines.fr](http://www.goutsdyvelines.fr)

In Saint-Cloud from 20 to 22 November, the **Salon du terroir** (local produce expo) will attract over 100 exhibitors and feature a national catering competition.

## Gastronomy in Paris Region (Sources: CRT/INSEE - 2014)

Discovering French cuisine is the 5th most popular activity for tourists in Paris Region (22.1% overall and 36.7% for international tourists).

It also comes 5<sup>th</sup> in terms of the reason for international tourists to visit.

Brazilians (56.6%), Russians (55.6%) and Mexicans (54.6%) are the 3 nationalities most interested in participating in this activity.

Out of the more than 84,000 tourist businesses in Paris Region, food services are the best represented (45.4%), and out of the more than 500,000 jobs in tourism, food service is the 2<sup>nd</sup> largest activity, creating nearly a third of jobs (32.6%).

Food services and food in general occupy 2<sup>nd</sup> position (24.3 %) for tourist spending after accommodation (only on expenses incurred whilst here).

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