



*On June 1st 2006,
28 cities around the world
will host the third edition of the Apéritif à la française,
an international operation organised by Sopexa.*

The Apéritif à la française, a worldwide date with the delicious:

- ◆ **A celebration of food culture** dreamed up by Sopexa and inspired by a true moment of pleasure so dear to the French and everyone who visits them.
- ◆ **A festive tribute** to all the best that France has to offer, to nibble on and to drink, enjoyed in the simplest of ways.
- ◆ **The desire to show the world that there is much more to France** than the typical clichés on elitist, complicated and unaffordable gourmet foods.
- ◆ **In short, a desire to make the world dream of France.**

The Apéritif à la française - the recipes for success:

- ◆ **An annual event** that since 2004 has benefited from the support of the French Ministry of Agriculture and Fisheries, alongside the commitment of French companies looking for new ways to advertise in key export markets.
- ◆ **A full programme of promotional activities with extensive media coverage**, including:
 - Evening parties in amazing one-of-a-kind settings attended by local key influencers and opinion leaders
 - Special events and tastings of partner companies' products at supermarkets and restaurants.

The 2005 Apéritif around the world:

- ◆ **3,800** days of promotions
- ◆ **358** press articles
- ◆ **300** Partners
- ◆ **20,000** influential consumers reached in some twenty countries

In 2006, 19 countries will take part in the Apéritif à la française

*Hong Kong, Moscow, Hanoi,
New Delhi, Kyoto,
Barcelona, Beijing,
Sapporo, Budapest,
Bangkok, Munich,
Chicago, Shanghai,*

And in Paris,

on June 1st, a surprise basket loaded with gifts from our partner companies will be delivered to the Ambassadors and Agricultural Attachés from the 19 participating countries. This will help them get into the Apéritif à la française spirit, in real time.

*Warsaw, Singapore, Dubai,
Tokyo, Berlin,
Montreal, Hamburg,
Seoul, Lisbon, New
York, Fukuoka, Taipei,
Toronto, London*

**Hungry for more?
Can't wait for June 1st?**

The www.aperitifalafrancaise.com Website will give you all the latest on the Apéritif à la française 2006

See you soon for an apéritif (à la française, of course!)