

**Press Release**

Paris, France, February 21<sup>st</sup>, 2007

**French foods and beverages on a worldwide offensive:  
The Apéritif à la française gives brands and products  
a more dynamic image on export markets**

On June 7th, 2007, some 24 countries around the globe will be getting into the Apéritif à la française spirit with an evening party and full menu of delicious entertainment!

Created by Sopexa and held for the 4th consecutive year, the Apéritif à la française adds zest to the image of French food culture around the world. As French foods and drinks are often seen as intimidating by foreign consumers and opinion leaders, the Apéritif provides guests an opportunity to enjoy a wide variety of these delectables in a simple, casual way.

The participating firms, including SMBs, choose the countries in which they will capitalise on the Apéritif to spice up their image and boost sales. Thus, from New Delhi to Shanghai, from Dubai to Cologne, from New York to Milan, each Apéritif à la française has a unique flavour, infused with local colour for a festive evening full of discovery on the 1<sup>st</sup> Thursday in June.

The Apéritif à la française brings together opinion leaders, restaurateurs, innovative super/hypermarket purchasers, trade journalists and members of the general public at landmark sites in the world's major cities. Here, these lucky guests can tickle their taste buds with French-brand products including spirits, soft drinks, sweet and savoury delights, fruits, vegetables, cheeses, foie gras, deli meats, seafood and whole lot more.

In 2006, 28 cities in 19 countries took part. In 2007, Apéritif festivities will delight attendees in 30 cities in 24 countries.

With local celebrities on hand and an original slate of entertainment, the event generates heavy press coverage, strengthening the Apéritif's media exposure. Consumers who enjoy the festivities can then find partner products on shelves at their local stores or on the menu at local restaurants for several days or weeks following the party.

Supported by the French Ministry of Agriculture and Fisheries and co-financed by the firms involved, this campaign helps to promote French Food culture worldwide, giving it a modernised, more accessible image.



*Apéritif à la française is a registered trademark of Sopexa*

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