

Press release



Paris, April 21, 2005

L'Apéritif à la française 2005 – Second edition

On June 2nd, 2005, for the second year in a row, 21 countries have a “rendez-vous” with French food lovers.

This French tradition will be doing some globetrotting on June 2nd, 2005. After its promising first edition on June 3rd, 2004 in 13 countries, this year's “Apéritif à la française”, with the support of a number of partner companies, will delight food lovers in 21 countries. This new festival of good taste is scheduled each year for the first Thursday of June.

Through a number of original, complementary programs - in which an opening party for food and beverage professionals and V.I.P. will kick off promotions at super / hypermarkets, restaurants and retailers-, the 31 selected cities will show off the many facets of French agri-foods products. Wines, spirits, soft drinks, cooked meats, cheeses, breads, vegetables, fruits and seafood will be the guests of honor at this international celebration of simplicity and fun!

In this era where finger food is so popular - often due to a lack of time, but also simply because many people enjoy nibbling this way -, the French apéritif tradition fits right in, adding a touch of quality and flavor to this modern way of eating!

21 countries and 31 cities participating in 2005.

In Europe: Germany: Düsseldorf; United Kingdom: London; Ireland: Dublin; The Netherlands: Amsterdam; Sweden: Stockholm; Russia: Moscow; Hungary: Budapest; Portugal: Lisbon; Greece: Athens; Poland: Warsaw

In Americas: The USA: Washington, New York, Chicago and Los Angeles; Canada: Montreal and Toronto

In Asia and Middle East: Japan: Kyoto, Tokyo, Sapporo, Nagoya and Yokohama; China: Hong Kong, Shanghai and Beijing; Taiwan: Taipei; Thailand: Bangkok; Korea: Seoul; Vietnam: Ho Chi Min City; Indonesia: Jakarta; Dubai; India: New Delhi

Highlights

Cheek: In Greece,

✱ The “Apéritif à la française” will be featured on a television news-set and in French companies for fifteen minutes of festive delight.

✱ **Stars: In Poland,**

A scriptwriting competition for young talents will be based on the theme of the Apéritif.

✱ **A piece of Paris: In Canada,**

The lights of Montmartre will illuminate the 400 industry professionals and opinion leaders coming to clink glasses “à la française”.

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✳ **Poetry: In Shanghai,**

Journalists, personalities and consumers will be taken on a picturesque stroll through France as footage of the country's fantastic landscapes will be projected on a giant screen.

✳ **Art: In Japan,**

The House of Paul Claudel, the French institute of Kansai, will welcome Japanese food lovers.

Solidarity:

✳ In Indonesia, the party's benefits will be donated to a local charity.

All these "Apéritifs à la française" will raise several programs of promotional and media campaigns.

2004: an energising first year

Without any doubt, this new edition of the Apéritif has seen the light of day thanks to the outstanding success of the events held in 13 countries on June 3rd, 2004 and the enthusiasm of the event's partner companies.

Sopexa, which founded the "Apéritif à la française", has overseen all the details for the event. By mobilizing its worldwide network and its professional and institutional partners and tanks to its forty-three years of expertise in the promotion of French agri-foods products, Sopexa has all the expertise to support this project.

Once again this year, the "Apéritif à la française" has received the backing of the French Ministry for Agriculture, Food, Fishing and Rural Affairs.

With Mr. Forissier, Secretary of State for Agriculture, Food, Fishing and Rural Affairs, Mr. Bertrand, Minister of Tourism and Mr. Chardon, President of Sopexa, we will reveal the 2005 program to the press and the Ambassadors of the participating countries on May 12th at the Eiffel Tower (by invitation only).

You can discover the full program on the « Apéritif à la française 2005 » Website,

www.aperitifalafrancaise.com

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