

April 25th, 2008

THE APÉRITIF A LA FRANÇAISE TURNS 5 THIS YEAR!

On June 5th, 2008, 24 countries the world over will be celebrating this international event

An original, innovative concept created by Sopexa and the French Ministry of Agriculture and Fisheries, the Apéritif à la française is a full communication and promotional programme to spice up the image of French food and beverage products on foreign markets.

For the last 5 years, on the first Thursday in June, French firms have been won over with enthusiasm for this international event that invites the world to discover and share the wealth of French food and beverage products. These foods and drinks will be showcased in simple yet tasty ways as part of a fun, laid-back aperitif, that delicious ritual so characteristic of French culinary culture.

As a sneak preview to the main event, France will kick off the festivities with the Apéritif à la française 2008 Opening Party, on **May 21st at Cabaret Sauvage** (at Parc de la Villette in Paris), to be attended by Michel Barnier, French Minister of Agriculture and Fisheries, partners of the international operation and the press. With this year's special theme "**The Apéritif à la française Takes You to Asia**", alongside all of the participating countries in the region (Korea, China, Singapore, Taiwan and Thailand), Japan will be honoured in celebration of the **150th anniversary** of Franco-Japanese relations, with special guest Mr. Juichi Takahara, Minister of the Japanese Embassy in France.

Around the world, 38 cities will be hosting the event on June 5th with special evening parties that showcase the event's partner products. A wave of promotion at super and hypermarkets, cafés, hotels, restaurants, wine merchants and fine foods retailers will follow, backed by heavy media coverage.

New for the 2008 edition is the participation of Senegal, which will celebrate the event in Dakar for the first time. The Senegal Apéritif programme features an evening party and promotion at restaurants, bakeries, pastry shops and delicatessens, as well as at Casino stores.

Key figures on the 2007 edition of this yearly date with French food culture include 350 partner firms, 20,693 days of special events at 2,373 points of sale, 21,000 guests at Apéritif evening parties and 68 media partners to cover the festivities.



For full information on the Apéritif à la française :
www.apertifalafrancaise.com



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