



[Press release](#)

5 May 2009

The 6th edition of the Apéritif à française in 21 countries and 37 cities around the world on 4 June 2009

Let the Apéritif à la française dazzle you!

This celebration counters the preconceived notion that French cuisine is elitist, brings a bit of joy to today's gloomy climate and fights with personality and zest to promote the flavour of good foods. This fun-filled, unique event, organised by Sopexa and supported by the French Ministry of Agriculture and Fisheries, has been bringing together food and beverage professionals, curious consumers, food lovers and epicureans on the first Thursday of June for the last six years.

A kickoff party at the top of Paris on 13 May

As a sneak preview, France will kick off this 6th edition with a highly colourful and flavourful Apéritif à la française 2009 opening party **on 13 May at the Eiffel Tower**, in the presence of the French Minister of Agriculture and Fisheries, industry professionals, the press and partners of the international operation, who will be offering samples of their products.

This year, the **Apéritif à la française** launch party is to celebrate innovation and local regions, **and will take you to the United States**, the country of honour, in the presence of Mr. Mark PEKALA, who represents the US Ambassador to France.

The Cordon Bleu international cooking school will illustrate this theme by creating a delicious aperitif that blends authentic American food and beverage products with French *savoir-faire*.

The rest of the world will have to wait a little...

On 4 June, **37 cities** around the globe will host the event, at B-to-B and B-to-C evening parties that showcase the products and brands of the French partner companies. Following the party, a wave of promotions is to follow at retail outlets, bars, restaurants, wine merchants and speciality shops in all participating cities.

The Apéritif à la française in the United States: 1,000 evening parties are to be held at private homes! The pre-selected hosts will receive a full Apéritif kit (with balloons, decorations, a corkscrew, an apron, a cheese tray, an "Acoustic France" music CD, decorative magnets and gift certificates for French food products that can be used on the two partner e-commerce sites) and the **"How to host your own French Cocktail Hour"** booklet. On 4 June, more than 15,000 Americans will be celebrating the Apéritif à la française!

The 1001st party will be held in the Big Apple, exclusively for the press, in a New York apartment in order to re-create the "at home" atmosphere.

Remember...

The **2008 edition** brought together over **425 partner companies**, **17,000 guests** at the evening parties, professionals from the agribusiness and retail sectors, targeted consumers, journalists and opinion leaders. **Some 20,000 days of special events** were held at more than **2,100 points of sale**, generating more than **480 articles and reports** in the press, on television and radio, and on the Internet!

All there is to know about the Apéritif à la française:
www.aperitifalafrancaise.com



<p>▶ Press contact : Marie-Noëlle GUERIN - +33 1 55 37 51 31 marie-noelle.guerin@sopexa.com</p> <p>▶ Project coordination : Fabrice MAYER & Livia AVALTRONI +33 1 55 37 50 81 / 51 61- aperitifalafrancaise@sopexa.com</p>		<p>▶ Sopexa 11 bis, rue Torricelli 75017 Paris www.sopexa.com</p>
--	---	--