



MAY 12th 2010

## The 7th edition of the Apéritif à la française around the world on the 3<sup>rd</sup> of June 2010 in 21 countries and at least 32 cities!

### French food and beverage products take centre stage around the globe

Globalisation and international competition are forcing companies to defend their positions on all markets. By uniting a number of partners under a single banner for the same period of time, the "Apéritif à la française" helps to boost the visibility of French brands and products. Festive and easy to take part in, the operation also aims to break down false ideas about how complex our foods are and do away once and for all with the idea that the French are arrogant. This unique event, created and organized by Sopexa and supported by the French Ministry of Food, Agriculture and Fisheries, will bring together food and beverage industry professionals, consumers looking for something new, foodies and epicureans for the 7<sup>th</sup> straight year, on the first Thursday in June, to celebrate and enjoy a host of delightful French products.

**Seven years** after it was created, **the Apéritif à la française** is a one-of-a-kind opportunity to bring together public and private sector players, brands and trade organisations in **France's food and beverage industry... as well as those outside the agribusiness sphere!**

### An Apéritif kick-off party on the 1<sup>st</sup> of June in Paris

Paris will kick off the festivities for this 7<sup>th</sup> edition before everyone else with an opening party to be held at the Jardin d'Acclimatation on the 1<sup>st</sup> of June. The French Minister of Food, Agriculture and Fisheries will be on hand for the event, alongside industry professionals, the press, partners of the international operation, and party sponsors. It will be an opportunity to explore the original, delicious new trends for this year's Apéritif à la française.

### The world will be celebrating the Apéritif à la française starting June 3<sup>rd</sup>

Beginning 3 June, some twenty-one countries and at least thirty-two cities will officially launch this event at B-to-B and B-to-C evening parties, showcasing the French partners' brands and products. At the same time, waves of promotional campaigns, spread out over nearly two and a half months, will take the local festivities further, to various distribution channels, bars, restaurants, wine shops and retailers, as well as many e-commerce and social networking sites.

#### Spotlight on one country:

**The Apéritif à la française in Spain:** a partnership agreement has been signed with the **Lavinia wine shop chain**. On the menu, a launch on the 1<sup>st</sup> of June at Lavinia's Madrid and Barcelona stores to celebrate the Apéritif with a French-style cocktail. Invitations are to be sent out to food and beverage industry professionals, representatives of participating brands, journalists and members of Club Lavinia. Promotional campaigns will be run at the three Lavinia shops and restaurants in Madrid and Barcelona, and partner brands and products will be showcased from the 1<sup>st</sup> to the 30<sup>th</sup> of June at the chain's online shop.

A comprehensive media plan including a radio campaign, an e-mail campaign for 25,000 target consumers and creation of the [www.miaperitivo.com](http://www.miaperitivo.com) website will help to promote the festivities.

### A look back ...

**The 2009 edition** was held in **21 countries** and **30 cities** (not including the USA, where 1,000 house parties were held in 17 states), accounting for more than **17,000 days of promotion** at over **2,200 stores, restaurants and markets**. In all, **353 partners** and **545 brands** took part in the event, which generated more than **500 press, radio, TV and Internet reports** between March and September, reaching **117,237,080 readers, viewers, listeners and Web users**.

Everything about the Apéritif à la française:  
[www.aperitifalafrancaise.com](http://www.aperitifalafrancaise.com)

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