

# Apéritif à la française in the world



## June 2nd, 2005 – a rendez-vous for gourmets in the four corners of the world

The full range of French products awaits you...  
with plenty of surprises

...in EUROPE, On the menu...

### ... IN GERMANY, a French-style "Finger food" party.

At one of Düsseldorf's hippest clubs, around 350 key influencers, opinion leaders (journalists, purchasers, importers and wholesalers) and consumers will learn all about one of today's hottest culinary trends, finger food.

Prior to the evening party, industry professionals will meet event sponsors in a private room for personalized tastings to discover a variety of French food and beverage products.

For all the info, e-mail [anabell.bassat@sopexa.com](mailto:anabell.bassat@sopexa.com)

### ... IN GREECE, the Apéritif will be featured on a television newscast.

An "Apéritif Happening" is planned for a television newscast in order to present the various events scheduled in Athens. Ten French companies, partners of the event, will be holding a French-style apéritif for 15 minutes of tasty pleasure. The hip Psyri neighbourhood, located in downtown Athens, will be boiling over with excitement, with music and a variety of tastings on tap. The kick-off party will bring together industry professionals, opinion leaders and journalists at the Villa de France, located at the Piraeus Port. Students from local restaurant schools who participated in a competition will be awarded their prizes.

For one week, French products will be honoured in nine Carrefour hypermarkets, with surprise promotions and tastings at store entrances at apéritif time.

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### ... IN HUNGARY, a charming duo of festivity and refinement.

Politicians, industry insiders, professionals, journalists and celebrities will be treated to the Apéritif in the former church of the Kiscelli Castle. A refined evening of music, ballet and a buffet of French foods will delight the 160 guests.

For two weeks, the Apéritif's partner restaurants will serve their guests a complimentary second apéritif with the purchase of the first. Special events and tastings will be held in seven Cora hypermarkets.

Pour tout savoir : [sopexahongrie@mail.datanet.hu](mailto:sopexahongrie@mail.datanet.hu)

### ... IN IRELAND, an "Apéritif à la française" at local restaurants.

Journalists and opinion leaders will be invited to tour the Apéritif's partner shops and restaurants. Later, at a glamorous evening party, they will be treated to special tastings of the full variety of French apéritif foods and beverages.

Three days of promotions and special events, including a special competition for shoppers, will be held in the thirty largest Tesco stores.

For all the info, e-mail [dgeary@sopexaireland.com](mailto:dgeary@sopexaireland.com)

### ... IN THE NETHERLANDS, the apéritif will journey between history and modern times.

Journalists, importers, distributors and representatives of the French state will come together for the Apéritif at Utrecht's Dutch Railway Museum.

Passengers on the Paris-to-Amsterdam Thalys high-speed rail line will be treated to "apéritif bags" containing a variety of French products and a recipe booklet. Promotions will be held in the main Cash & Carry stores, as well as in bars, cafés, hotels, restaurants and shops.

From May 24th to 29th, at Almere Beach, as part of the yearly exhibition held by Libelle Magazine (circulation 583,454), readers of this major Dutch women's weekly will have the opportunity to take part in cooking workshops based on the theme of the Apéritif.

For all the info, e-mail [michele.laine@sopexa.com](mailto:michele.laine@sopexa.com)

### ... IN POLAND, the Apéritif will be a star!

There will be a competition for young scriptwriters, using the Apéritif as the theme. The prizes will be handed out during the opening party at the Le Cul de Sac restaurant. Renowned French chef Pascal, who hosts a show on TVN, will cook up some of his own apéritif treats for the occasion. The young crowd will get into the groove with a concert by ultra trendy band Smolnik.

Private tasting parties (with all-you-can-eat "apéritif baskets" and wines) will be thrown for high-profile media personalities, choice ambassadors for the Apéritif.

A wide range of media campaigns will be run (including a special supplement in the Kuchnia food and cuisine magazine, a special programme on TVN and more). For two weeks, French products will be given star treatment in local supermarkets, hypermarkets, cafés, bars and hotels.

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## ... IN PORTUGAL, they'll be swinging at the seaside!

"Apéritif à la française" spaces will be set up at waterfront restaurants and esplanades, where customers will enjoy French aperitif foods and beverages.

Industry professionals, politicians and journalists will celebrate France to the rhythm of jazz music in one of the world's most beautiful embassies, the French Embassy in Lisbon.

For all the info, e-mail [\\_veronique.pellerin@sopexa.com](mailto:veronique.pellerin@sopexa.com)

## ... IN THE UNITED KINGDOM, the "Apéritif Awards" and honours.

In London, bar, hotel and restaurant professionals and trade press journalists will attend the grand "Apéritif Awards" ceremony. This honour rewards the London bartenders who mix the finest apéritif sippers.

Several London radio stations will be giving out tickets to the listeners to attend this V.I.P. evening party. In addition, at the "Apéritif Academy", top restaurant professionals will teach 40 journalists how to prepare aperitifs.

A weeklong promotion of French food and drink products in London's hippest bars and restaurants will round out this event.

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## ... IN RUSSIA, a master class taught by a French chef.

A selection of Russian foodservice professionals will participate in a master class, where they will learn how to prepare French apéritif treats.

Several Russian supermarket chains will feature four days of tastings of French products that are ideal for apéritif time - in other words, the vast majority of French products.

This year, the opening party will be held in the garden of the National Museum of Applied Arts, in the very heart of Moscow. Some 500 industry professionals, politicians and journalists will discover and taste the great variety of French food and beverage products in a lively, festive atmosphere.

For all the info, e-mail [karina.gousseva@sopexa.com](mailto:karina.gousseva@sopexa.com)

## ... IN SWEDEN, an online magazine.

The "Apéritif à la française" e-zine will be soon available, it will also be sent directly to more than 50,000 Internet users. For Sweden's second edition of the event, the "Apéritif à la française" will have a pavilion at the Stockholm Restaurant Fair (from June 1st to 6th). A new event will take place on June 2nd: Swedish chefs will go head-to-head in a cooking competition based on the theme of France.

In Stockholm, the opening party and tasting will be held at a hip restaurant with 300 industry professionals and journalists in attendance.

For all the info, e-mail [anne.christensen@sopexa.com](mailto:anne.christensen@sopexa.com)

## ...in NORTH-AMÉRICA, On the menu...

### ... IN THE USA, massive support from New York, Chicago and Los Angeles restaurants

French restaurants in New York (a list of participating eateries can be found in Time Out New York), Chicago and Los Angeles will support the "Apéritif à la Française" with great fervour.

For a ten-day period, twenty New York-area wine merchants will hold special promotions and tastings for consumers.

Two hundred food and beverage professionals and key influencers from the metropolitan area will spend the early evening at a New York landmark, where they will later be joined by 500 opinion-leading consumers. A pre-launch party in Washington D.C is also in the works for May 25th, 2005.

For all the info, e-mail [christine.khawam@sopexa.com](mailto:christine.khawam@sopexa.com)

### ... IN MONTREAL, the Apéritif will be honoured at the Société des Alcools du Québec.

French products will be showcased during special events and tastings in 200 Société des Alcools du Québec shops.

Between 800 and 1,000 consumers, opinion leaders and industry professionals will enjoy French apéritif products to the rhythm of entertainment provided by a famous French DJ. In the heart of a one-time factory with an ultra-modern design, attendees will be treated to a buffet featuring "raw" products (cheeses, fruits and vegetables) and prepared foods (deli items, bite-sized nibbles, desserts and more).

For all the info, e-mail [yanick.coutie@sopexa.com](mailto:yanick.coutie@sopexa.com)

### ... IN TORONTO, Montmartre comes to Canada.

The official party, gathering some 350 opinion-leading consumers and industry professionals, will be thrown in a hip Toronto lounge. Guests will enjoy a wide variety of entertainment based on the theme of "French Cool". In addition, fifteen to twenty downtown Toronto restaurants will be offering their guests an apéritif.

For all the info, e-mail [t.kalaboukis@sopexa.com](mailto:t.kalaboukis@sopexa.com)

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## ...in ASIA, On the menu...

### ... IN KOREA, an Apéritif to the sound of French music

For one week, ten upscale Seoul restaurants will be offering their guests a special "Apéritif" menu. Diners will also have the chance to participate in a special competition.

Journalists will be invited to go on a tour of the partner French restaurants. During the trips between restaurants in chauffeured cars, they will be treated to champagne and appetizers, while enjoying the sounds of some of the most beautiful French music ever composed.

Local Carrefour stores will showcase French food and beverage products during special events.

For all the info, e-mail [mjim@sopexa.com.con](mailto:mjim@sopexa.com.con)

### ... IN DUBAI, a "Paris bistro-style" Apéritif.

Two hundred fifty industry professionals (food & beverage managers, chefs, 4-and-5-star hotel managers, importers and distributors) and journalists will come together to enjoy an enchanting apéritif in a Paris-style bistro set up in a crystal tent. The Foie gras, sweet and savoury canapés and one-of-a-kind setting – Fort Island, in the heart of Mina A Salam - will make Dubai's first celebration of the French apéritif tradition an unforgettable evening for all on hand.

For all the info, e-mail [eric.santier@sopexa-dubai.com](mailto:eric.santier@sopexa-dubai.com)

### ... IN HONG KONG, an Apéritif at "Le Parisien"

Two hundred consumers, journalists and industry professionals will clink glasses at "Le Parisien", one of Hong Kong's chicest, hippest eateries, and sink their teeth into all kinds of apéritif drinks and nibbles. Divine French-style snacks from renowned Chef Pascal Bréant will be on the menu!

One week earlier, a "Celebrity Apéritif" will bring together 4 celebrities and 25 journalists at "Le Parisien". These stars will create their own unique apéritifs and have them tasted by the journalists on hand.

For all the info, e-mail [anitama@sopexa.com.hk](mailto:anitama@sopexa.com.hk)

### ... IN INDIA, an Apéritif in a market setting.

For its first year in India, the Apéritif will feature market stalls of cheeses, vegetables and French wines. Set up in a panoramic room with an unobstructed view of the **Qutab Minar** – New Delhi's equivalent of the Eiffel Tower – this succulent seasonal grocery market will be "open" to all industry professionals, lovers of France's fine foods culture!

For all the info, e-mail [roverseas@vsnl.com](mailto:roverseas@vsnl.com)

### ... IN INDONESIA, an evening of solidarity.

In Jakarta, the "Apéritif à la Française" event will be held in one of the country's most beautiful colonial monuments, the **Gedung Arsip Nasional**, with benefits going to a local charity. The party will feature a jazz band, an accordionist, traditional Indonesian dances, a fashion show and tastings of apéritifs made with French foods and beverages.

For all the info, e-mail [sopexa.id@dnet.net.id](mailto:sopexa.id@dnet.net.id)

### ... IN BEIJING, an Apéritif among friends.

At **Ming Dynasty City Hall**, a historical site in the heart of the city, 400 guests (the media, VIPs, celebrities, consumers and partners) will clink glasses in honour of **friendship**. The festive programme will feature a variety of different events, including cooking classes, music, a fashion show and foosball.

French foods and beverages will be showcased during special events at the city's Carrefour stores.

**Some ten bars and restaurants** in the trendy Houhai neighbourhood will be providing special apéritif entertainment on their terraces.

For all the info, e-mail [alexremy@sopexa.com.cn](mailto:alexremy@sopexa.com.cn)

### ... IN SHANGHAI, the Apéritif will take you on a stroll through France.

At the **Shanghai Movie Studios**, the city's film production centre, giant screens will show footage of the most beautiful landscapes France has to offer. A crowd of 400 journalists, celebrities and consumers will be invited to this dinner apéritif featuring wines, cheeses and a wide range of French products. An assortment of incredible movie sets will recreate the charm of French vineyards and a picturesque, typically French village.

Two of the area's largest Carrefour stores and ten French restaurants in Shanghai will be partners in the event.

For all the info, e-mail [yongjean@sopexa.com.cn](mailto:yongjean@sopexa.com.cn)

### ... IN TAIPEI, a daring, imaginative Apéritif.

Journalists, celebrities, members of French organizations and lovers of France's fine food culture will come together at Taipei's Artists Village for an "Apéritif à la française" on the theme "**Apéritif Party Wonderland**".

Colourful decorations, magical entertainment, disguises and a fanciful tasting will create a sublime atmosphere for celebrating France's vast array of foods and drinks.

French products will also be honoured during special events at local Carrefour stores.

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## ... IN THAILAND, The Apéritif will set sail!

In Bangkok, the opening party will be held **aboard the “Angsana Navy Cruise”**, a new Royal Thai Navy ship. The 200 guest **journalists, industry professionals and stars** on board will enjoy a three-hour cruise on the Chao Phraya River.

French products will also be honoured during special events at local Carrefour stores.

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## ... In TOKYO, YOKOHAMA, KYOTO, AICHI and SAPPORO, there's just one guide to the Apéritif the “Mook Apéritif”.

For everything you need to know about the “Apéritif à la française” programme, pick up a copy of the “**Mook Apéritif**” (20,000 copies), on sale at newsstands and bookshops starting May 5th and at all Apéritif events throughout Japan.

At Tokyo's **Roppongi Hills Arena**, a crowd of more than 3,000 journalists, enthusiasts, food and beverage professionals and members of the

general public will discover and enjoy delicacies cooked up by some of Japan's top chefs and up-and-coming culinary talents. Fifteen top fashion boutiques at Aoyama Kotto Dori will be holding their own unique apéritifs, with a wine waiter hired specially for the occasion. In addition, **the French Pavilion at the Aichi 2005 Exhibition** will be celebrating the first anniversary of the “Apéritif à la française”.

Other events will take place in Sapporo, Kyoto and Yokohama. A large-scale “Apéritif à la française” lottery will be held at 1,000 restaurants and wine shops.

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## ... IN VIETNAM, an Apéritif at a luxury hotel.

For Vietnam's first Apéritif celebration, 250 journalists and industry professionals will be invited to relish the charm of France's food and drink products at a festive evening party at the Sofitel Saigon Plaza Hotel. The lucky VIP guests will be treated to an evening of games, music, dancing and tastings of sublime French foods and beverages.

For all the info, e-mail [sopexath@loxinfo.co.th](mailto:sopexath@loxinfo.co.th)



See you on June 2nd!