



# French Food News

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LES TROPHÉES DE  
L'ESPRIT ALIMENTAIRE  
THE FRENCH FOOD  
SPIRIT AWARDS

## The 2008 Spirit of French Food Awards honour four recipients

Four new Spirit of French Food Awards, now in their sixth year, were presented on the 22nd October 2008 in the prestigious surroundings of the Ministry for Foreign Affairs in Paris. Across the world a growing number of consumers are choosing the French style of eating. Encouraging this movement are high-profile personalities who publically demonstrate this important part of French culture, while others are involved with innovation and development. Each of these people highlights the expertise of French master craftsmen, producers and chefs. The Trophées de l'Esprit Alimentaire, or the Spirit of French Food Awards, were created to reward such people and their projects. The four recipients of 2008 awards were: Hiroshi Yamamoto, a Japanese lawyer and wine lover; Sarah Wiener, the Austrian director of a TV cookery series; Pascal Brodnicki, the Polish founder of a society dedicated to the promotion of French food culture and lifestyle, and Frenchman, Joël Robuchon, the many-starred chef of worldwide renown.

To know more : [www.tropheesdelespritalimentaire.com](http://www.tropheesdelespritalimentaire.com)

### To Sum Up

Every year since 2003, an international jury has presented awards to people across the globe who have demonstrated the finesse of French food culture through their artistic, scientific or entrepreneurial endeavours. © Francis Mainard

## Food companies commit to reduce packaging

Involved in environmental conservation and aware of the fact that they play a part in increasing recycling results, food companies, major brands and the company in charge of recycling domestic packaging in France signed six agreements with the Ministry of the Environment and Sustainable Development in October. These agreements are designed to save 17 million tons of raw materials and thus avoid the emission of 11 million tons of CO2 between now and 2012, namely the amount of CO2 produced by one million cars in one year! The first professional food organisations and companies to adopt these objectives include: the Union of Biscuit and Cake manufacturers; the National Union of Delicatessen Fresh Food Producers; the French Spirit Federation; Pernod-Ricard; the group Bel and Coca-Cola. Their agreements demonstrate the involvement and the commitment of French food and farming to ecologically sound developments through the reduction of the weight and the number of packages.

**To find out more about the efforts of the French food sector for the benefit of the environment :**

[www.frenchfoodandbeverages.com/Portal-HomePage/Production-Demands/Environment](http://www.frenchfoodandbeverages.com/Portal-HomePage/Production-Demands/Environment)



### Focus

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The French Spirit Federation has given its members a global target of a 50,000 tonne reduction in packaging (principally glass) over the next five years. © Jean-Claude Kanny/CDT



### Did you know?

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The Japanese are the biggest drinkers of Beaujolais Nouveau with 8.5 million bottles sold last year, followed by the Americans (2.5 million) and the Germans (2.1 million). © Bruno Fava/MAXPPP

## Beaujolais Nouveau : Synchronous Launching from Tokyo to New York

"Beaujolais Nouveau est arrivé!". This popular slogan revisits our ears every November to remind us that even if summer has ended, this is no reason to forget festive moments. As is the case every year in Burgundy, throughout France, and worldwide, numerous gatherings have celebrated the arrival of one of the first AOC wines of the year. In the trendy district of Roppongi in Tokyo, residents took part in the count-down by a huge crowd of people before a giant screen. At 1 minute past midnight, as on each third Thursday in November, the Japanese can savour the remarkable fruity taste of the 2008 vintage. In New York, 15 chefs formed a motorized escort, the 'Beaujolais Biker Brigade', that accompanied the arrival of Beaujolais Nouveau in Lower Manhattan. Cities such as Perth, Quebec or Manila also had a celebration. Each year, the export of Beaujolais Nouveau represents 40% of the sales of the early wines. In 2007, 18.5 million bottles of Beaujolais Nouveau were exported to 107 countries.

Find out more, visit our section : [France around the world](#)

## The Bordeaux wine producers plan to reduce greenhouse gas emissions

After research into carbon emissions across the whole wine production and distribution network, the Bordeaux Interprofessionnel Wine Council (CIVB) aims to reduce emissions by 30,000 tons within the next five years, a decrease of 15%. The initiatives being drawn up by the trade body include decreasing the weight of bottles, improvements in glassmaking (the biggest source of greenhouse gases), optimising loading, developing maritime freight in Bordeaux, rationalising shipments and reducing fertilizers and pesticides. The industry intends to present a concrete action plan next February, and this is in line with the French government policy of reducing emissions by 75% by 2050.

To know more about Bordeaux wines visit: [www.bordeaux.com](http://www.bordeaux.com)



### Did you know?

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Bordeaux is the leading exporter of French wine. In 2007 760-million bottles of Bordeaux wines were sold throughout the world.



### Did you know?

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56% of French people buy fresh bread every day, and there are 35,000 bakers across the country producing 10 billion baguettes per year. © Francis Mainard

## The World Cup for Bread : 12 countries compete to bring to light the best of bread-making

At the heart of gastronomy, recognized for its nutritional value, bread is an integral part of the culture of many countries. It was only fit that an international contest should be dedicated to bread. At its second edition, the World Contest on Bread Taste and Nutrition, created at the initiative of the French Bread and Bread-Making Ambassadors, will gather 12 teams coming from all over the world. On January 24, 2009, as part of SIRHA (Salon international de la restauration, de l'hôtellerie et de l'alimentation [International Restaurant, Hotel and Food Fair]) in Lyon, they will compete to meet the same challenge: to develop the taste and nutritional values of bread into a decidedly modern approach. New for 2009, the "Sandwich" category. The candidates will have to prepare a cold sandwich, which will be graded based on the criteria of originality, esthetic quality, taste and nutritional balance. The choice of bread is free. It is up to the candidate to select the bread that makes a difference, from among the varieties manufactured by him/her or created during the competition.

To find out more: [www.mondialdupain.com](http://www.mondialdupain.com)



## The influence of French food in the Canadian restaurant landscape

The art of fine dining and quality food gained new ground in Canada as French chefs began to enter the scene. Marc Thuet, a celebrated chef from Alsace and owner of his eponym Thuet restaurant in Toronto, believes that Quebec, above all other Canadian provinces, is a land of opportunity for these "passionate immigrants". Across Canada, the typical French passion for fine cuisine revealed itself in behaviours that he can't help but share: build tight-knit relationships with producers, cook with herbs and wild vegetables, make raw milk cheese, craft your own deli meats, bake your own bread and pass on your knowledge to apprentices. These are age-old French principles and Marc Thuet steadfastly declares: "Canada is a heaven where to apply them!".

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### Did you know?

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During the hunting season, Marc Thuet is the only chef in Toronto to offer fresh caribou on the menu. Locals and tourists alike can savour this unique Canadian venison, lovingly prepared by a French chef! © Thuet.ca



## The Muscovites seduced by French macaroons

### Did you know?

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Macaroons feature dozens of aromas from the most classic to the most innovative: there is something to suit every taste! Vanilla, chocolate, pistachio, strawberry, raspberry? but also violet blackcurrant, candied chestnuts, champagne, salted butter caramel, lily, rose?

French bakeries enjoy a splendid success in the Russian capital, Moscow, where macaroons and other delicacies have become the good-looking sin for Muscovites. Diverted from meringue, the macaroon is a French specialty which has more and more success. Elegant, combining softness and crunchiness, tradition and modernity, the macaroon is a delight to the senses of one and all for its variety of flavours and colours. Established in Moscow four years ago, Laurent Boursier, a pastry cook from Picardie, treats the Muscovites not only with macaroons but also with almond biscuits, cat's tongues, croissants and other delicacies. He sells twice more bread and Viennese pastry than any Parisian bakery. The Chef's recipe is simple: an oven and fresh hand-made bread all day long. This is a craft bakery of a type that one can find everywhere in France and as there was in Russia before the communist revolution. The formula of the success gains widespread acceptance and the concept has already appeared in the Russian capital where several café-bakeries have opened.

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