


PRESS KIT
2023

VALLÉE DE LA GASTRONOMIE

— F R A N C E —



A GOURMET TRIP
IN THE HEART OF THE VALLÉE DE LA GASTRONOMIE - FRANCE®



TRAVELERS IN THE SEARCH OF AUTHENTICITY

While the tourism sector has been hit hard by the health crisis, it is doomed to a **dazzling recovery** not only because tourism activities remain central to lifestyles, but also due to new aspirations. Before the crisis, **the globalisation of tourism**, often criticized for the excesses of over-tourism, nevertheless allowed a relative democratisation of access to the cultural goods of globalisation for Western countries. Tourism practices during the crisis experienced an **accentuated movement of resettlement** with an increased attractiveness of rural and mountain territories as well as the outskirts of large cities and hinterlands. This movement is not new. It is part of more global transformations in lifestyles. Consequently, globalisation and resettlement are not opposite movements: the audiences are not quite identical, but the aspirations for the discovery are cumulative and not exclusive. These two movements are not part of the same timeframes: if the trip to a distant foreign country may require a longer time, the discovery of wealth on the national territory can be carried out more easily for a part of the public around at their home.

In this context, the creation of a Valley of Gastronomy is part of **major societal issues** underlined by a few pairs of words: passionate professionals and their audiences, land and images, know-how and interpersonal skills, cultures and sharing. If **food** is at the heart of health and lifestyle issues, it refers to **sensory dimensions of the tourism experience**, leading to a temporary change in daily habits. The tourist discoveries of the places of production and transformation of foodstuffs also contribute to the food awareness among visitors by questioning their own ways of eating, drinking, cooking or choosing their products. But the tourist experience of gastronomy refers more generally to a **cultural relationship**. And the classification of the «gastronomic meal of the French people» in the intangible cultural heritage of humanity by Unesco in 2010 shows how essential these issues are. Therefore, "Food heritage" (Bessière & Tibère, 2011) has several dimensions:

- **The production, processing, staging and traditions** associated with a food heritage are part of the territories and contribute to the liveliness of local cultures. It is this confrontation with the Other through its culinary culture that tourist audiences in their diversity seek as an experience of Otherness.
- **The discovery of terroirs in relation to traditions**, linked to local cultures takes place through many aspects such as the prism of gastronomy, around exchanges on harvesting and production techniques, as well as the know-how of catering, preparation, the specificity of the products belonging to a region or the participation of the tourist in the activities offered. These exchanges produce social ties not only between visitors and visited but also between the actors of the territory themselves in a collaborative approach.
- Finally, **this "heritage" contributes to the production of images of tourist destinations**. Cultures shape landscapes and contribute to the staging of internationally known and recognised places. At the time of cultural globalisation, these images are essential in the imaginaries produced in terms of tourist attractiveness at different scales, from local to global, including regional and national levels!

The originality of the concept of the Valley of Gastronomy is to consider all the dimensions of the gastronomy understood as so many elements of tangible and intangible heritage. These heritages constitute the very root of tourism as specific space-times dedicated to discovery, knowledge and sharing. In this sense, **by its territorial extent, the diversity of offers aimed both at local visitors and at people from other regions and other countries, the Vallée de la Gastronomie occupies a rather unique position in the global tourism landscape**. It is part of this dual movement of globalisation and tourist relocation by supporting the revitalisation of territories through food heritage in all its cultural, social, economic and environmental dimensions.

Bertrand Réau

Professor of the CNAM Chair Tourism Travel and Leisure

Today, the travel concept has changed substantially with the search for a return to basics, to traditions and to encounters around a common culture. It takes on its full meaning in this period when the desire to meet, to learn, to exchange with others has once again become a priority, creating moments of sharing and conviviality. This trend towards a new style of traveling has accelerated in recent months. Conviviality and sharing are now at the core of our concerns.

La Vallée de la Gastronomie - France® was designed and created to meet these expectations.

VALLÉE DE LA
GASTRONOMIE
FRANCE

THE FIRST GOURMET JOURNEY TO DISCOVER THE WEALTH OF FRANCE'S TERROIRS

La Vallée de la Gastronomie - France® is a one-of-a-kind destination created to take the senses on a journey. Along the Saône and Rhône valleys up to the Mediterranean, it reveals a diversity of terroirs in the service of a gastronomic and wine-growing heritage that has contributed to building the reputation of the French art of living. It has been recognized by the inclusion of the Gastronomic Meal of the French in the intangible heritage of UNESCO.

La Vallée de la Gastronomie - France® offers travellers an immersion in the heart of the simple pleasures of the French art of living: from the exploration of unique grape varieties to the backstage of regional crafts passing through meals of exception. This gourmet destination is a clever mix of sharing, conviviality and generosity, the ideal recipe for making your senses travel and meeting men and women driven by a passion for their profession.



La Vallée de la Gastronomie - France® offers its visitors the best of the gastronomic wealth of the territories that make it up. It offers a range of gourmet offers and remarkable experiences suitable for all types of audiences (families, couples, groups, etc.). Whether they are eager for discoveries or true gastronomy enthusiasts, they will be able to build their stay in complete autonomy, or find proposals for circuits organized by approved incoming agencies.

GOURMET OFFERS

Discovery of offers based on existing local approaches to highlight the cultural, landscape and historical diversity of each region. Thus, you can visit cellars and learn more about the different grape varieties of Burgundy or Provence wines, passing through Beaujolais and Côtes du Rhône... you can discover the specialties and know-how of each of the territories that make up the destination (Dijon mustard, Poultry from Bresse, nougat from Montélimar, calissons from Aix, rice from the Camargue, etc.).

OUTSTANDING EXPERIENCES

Live an exceptional moment with professionals who transmit their know-how within the framework of participatory activities where the visitor becomes an actor. Each of them brings to life a unique and personalized moment of sharing, mobilizing all the senses to leave an unforgettable memory. Behind these experiences, there is also the discovery of the story of a person, a product and a territory.

For example, visitors can learn blending techniques to create their personalized cuvée, visit local producers with a chef and end up in their kitchen to cook a meal alongside them, or even learn the secrets of a recipe from the world's most starred chef, Anne-Sophie PIC in Valence.





LA VALLÉE DE LA GASTRONOMIE® IN A FEW NUMBERS

SURFACE AREA : **75 591 KM²**

A DESTINATION THAT LIES OVER
620 KM

433 GOURMET
OFFERS

29 OUTSTANDING
EXPERIENCES

48 IGP
165 AOC/AOP

**MORE THAN 40
LABELS, GUIDES AND
NETWORKS** OF REFERENCE
(REGIONAL AND NATIONAL) ON WHICH THE
OFFERS ARE BASED

TRAVEL INSPIRATIONS

There are many possibilities to travel while discovering the gourmet offers and the outstanding experiences of the Vallée de la Gastronomie - France® for lovers of history, French know-how or gastronomy.



A WINE ROUTE TO BUILD AT ITS IMAGE

La Vallée de la Gastronomie - France® offers a range of options around wine. Lovers will find something to satisfy their curiosity. From north to south, they will be able to discover the different grape varieties that make the reputation of great wines: pinot noir, chardonnay, gamay, syrah, viognier, clairette, cabernet, sauvignon, merlot...

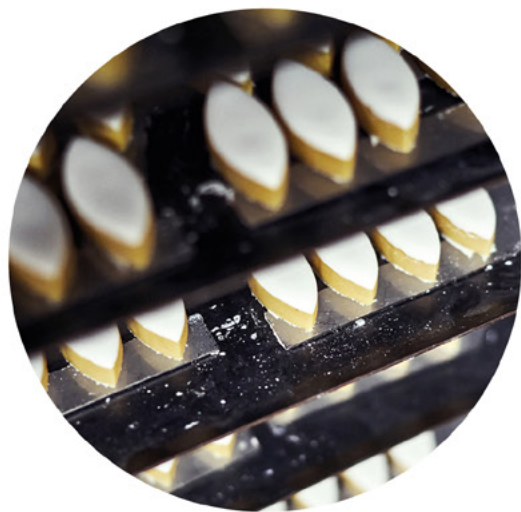
To the north of the Vallée de la Gastronomie - France®, the Château de Chamirey welcomes travellers to the heart of the Burgundy vineyards before they continue their discovery towards the Tain cellar near the banks of the Rhône. Further south, they will discover, a few kilometers from the Camargue, the Château d'Or et de Gueules and its marked trail to learn all about environmental commitment in biodynamics. Finally, this immersion in the heart of the great French wines ends with an exploration of the Le Loup Bleu wine estate at the foot of the Sainte-Victoire mountain near Aix-en-Provence. Exceptional wine tasting courses, discovery of the vines and their history... so many offers aimed at novices as well as passionate wine lovers.





A TRAVEL FOR EXPLORERS OF TASTE

Take a walk in the heart of the Saint-Michel Olive Oil Mill in the Alpilles in Provence or follow the "Beaune Gourmand" tour in Burgundy, discover the uses of lavender in the kitchen and enjoy a picnic in the Lavender fields with essential oil of lavender in Drôme Provençale... Travelers will also be able to learn the secrets of making homemade jams in a natural and exotic setting at the estate of little Mylord in the Gard. This gastronomic walk offers a wide range of unique experiences and timeless moments.



A HISTORICAL GETAWAY...

... to learn more about the cultural and historical heritage of the Vallée de la Gastronomie - France®. Visits, sharing and meetings will punctuate this getaway rich in knowledge. Travellers in search of history will discover in Burgundy, the secrets of the rock of Solutré and will end at its summit with a wine tasting. Gourmets can enjoy Bresse poultry at the Georges Blanc restaurant in Auvergne-Rhône-Alpes. Passing through Nîmes, they will take the opportunity to learn more about Roman wines at the Mas des Tourelles. And to conclude their gourmet journey, nothing beats a sweet touch as they set off to discover the past of Roy René's calissons listed as part of the living heritage of the city of Aix-en-Provence.

THE CRAFTSMANSHIP SECRETS

A route dotted with visits more varied than each other. A desire to produce your own walnut wine? In Pertuis, Le Santenaire opens the doors of its cellar to visitors so that they can discover its vintage production, resulting from a French tradition of more than 600 years. The Vercors distillery reveals how whiskey is made, distilled and matured, followed by a tasting. To spice up this trip, go to the Moutarderie Fallot, in Beaune, to experience some thrills. Finally, the olive and the tapenade will no longer have any secrets at the Oliveraie Jeanjean.



AT THE TABLE FOR AN UNUSUAL CULINARY EXPERIENCE IN THE HEART OF TERROIRS

We settle down at one of the tables of the Vallée de la Gastronomie -France® to taste dishes that are as gourmet as emblematic. The brasserie atmosphere of the Bistrot du Quai in Charolles, the essential Lyonnais Bouchons Daniel and Denise, starred Provençal cuisine at La Magdeleine in Géménos, or even a menu prepared according to the inspirations of the chef at La Bégude Saint Pierre. An invitation to discover a thousand and one flavours where gluttony, pleasure and refined dishes reign!

TO GO FURTHER

LA VALLÉE DE LA GASTRONOMIE - FRANCE® A CORRIDOR LOADED WITH HISTORY

La Vallée de la gastronomie A single geological identity

60 million years ago, during the formation of the Alps, the bedrock of Europe split from north to south along a line running from the North Sea to the Étang-de-Thau. This crack, called the West European rift, extends over more than 1,000 km following the curvature of the Alpine arc along the Rhine and Rhone corridors.

It is actually made up of two parallel lines of breaks between the Massif Alpin and the Massif-Central. The area between these two fractures is gradually collapsing, letting the sea invade this wide space and deposit its marine sediments, which has contributed to the richness of the land and the products found in the territories of la Vallée de la Gastronomie-France®. Later, the Rhône and its tributaries are insinuated into this ditch, and fill it by tearing and transporting considerable quantities of materials throughout their course.

The sea recedes, giving way, from north to south of the Saône-Rhône furrow, to the large basins of Bresse (or Saône), Bas-Dauphiné, Crest, Valréas, Avignon and Alès. The northern basins with a semi-continental climate give rise to vast meadows, cereal and market garden crops, and those in the south with a Mediterranean climate to orchards, olive trees and rice fields. The North will be the homeland of poultry, cattle, cow cheeses and butter, and the South, that of goats and sheep, their cheeses and olive oil.

On the edges of these basins, erosion pulls out large quantities of rocks which spread in the plains and valleys along the rivers. It forms terraces composed of alluvium on which many of our vineyards which extend over more than 400 km will take place.

La Vallée de la Gastronomie - France® is exactly on the course of this West European rift along the Rhône and the Saône. Thus, from the beginning, the same geological identity unites the territories of this valley.

The Rhône-Saône furrow, the economic and gastronomic engine of the Vallée de la Gastronomie - France®

The Rhône-Saône furrow has been the main communication route to the North since Antiquity. The goods go up along the Rhône, bound for Lyon, Chalon-sur-Saône or Provins during major fairs. They are unloaded at the entrance to Lyon, transported on the Saône and hauled again to Chalon-sur-Saône or higher, to then be

transported by land to the Seine to reach Paris or the Meuse to reach the countries of the North. These sailors from the Rhône who worked like convicts for centuries came from Givors and Condrieu. They hauled the goods from Arles to Lyon. They left the grillade des mariniers (braised beef with anchovies), mentioned by both Curnonsky and Frédérique Mistral (1897), in the gastronomy of the valley. This specialty is also known in Arles, from where the river convoys left, under the name of broufades or friquot des barques. A specialty inspired by Provence which travelled up the Rhône to Lyon. There is another specialty that has also travelled up the Rhône from Arles to Lyon, then to Burgundy and Bresse. These are beignets (donuts), also known throughout the valley under various names: oreillettes, merveilles, bugnes, fantaisies, etc. Finally, the Rhône and the Saône, and the presence of vineyards all along their course, have also left a common recipe: matelote (of eel or other freshwater fish). It is called Raïto in the Arles region and in the Camargue, matelote d'anguille (eel stew) near Lyon, pochouse or meurette in Burgundy. In Marseille, where there is neither wine nor freshwater fish, it becomes bouillabaisse (seawater fish). At the beginning of the 19th century, steamboats replaced boat haulers. This invention will transform the port of Marseille, which becomes the starting point for shipments to the African colonies as well as to Indochina and the Indies: rice, cocoa, coffee, sugar, flour, pasta, oil, cereals, biscuits, semolina arrive in the port of Marseilles. Then in 1857, the Paris-Lyon-Marseille (PLM) train line linking Paris to Marseille in 16 hours opened. The train did not allow only the rapid transport of passengers, but also the distribution of local specialties such as Saint-Marcellin, pogne, poultry from Bresse, at the regional level. It was at this time that the so-called "Lyonnaise", "Provençale" and "Burgundy-style" cuisines appeared with the discovery of regional cuisines by the first gastronomic critics. We must not forget the truffle which can be found from Nîmes to Dijon. While Tuber Melanosporum can be found below Lyon, Tuber Uncinatum is available up to Burgundy.

Culinary influences within the Vallée de la Gastronomie

In the Middle Ages, the territory of the Vallée de la Gastronomie was dominated by the Dukes of Burgundy in the north and the Popes in the south. The Duchy of Burgundy (880-1477) and its famous feasts influenced culinary trends through the Flemish conquests of the dukes with sugar and dairy products (milk and butter), the Italians present at court (spices), the abundance of wines (which give verjuice, mustard and vinegar). But the greatest legacy left to us by the Dukes of Burgundy is Pinot Noir, which replaced Gamay in Burgundy on the decision of Philippe-le-Hardi (1342-1404). The wines of Beaune and Pommard are renowned and consumed at the court of the dukes.

During the Renaissance, Italian merchants and bankers have been very present in all the fairs in the valley since the Middle Ages: in Chalon-sur-Saône, Beaune and especially at the fairs in Lyon which attract thousands of merchants from all over Europe, including a majority of Italians. From 1494 to 1559, during the Italian campaigns, the kings of France discovered Italian Renaissance cuisine at the court of the Medici and in Rome, and brought recipes and cooks back to France.

Throughout this period, the Italian influences will leave a multitude of specialties in the valley: bugnes, cervelas, pâté-crust, quenelles, offal, tripe, cardoons, artichokes, chocolates, ice creams, as well as ravioli, apricots, liqueurs, truffles, chestnuts and candied fruits, white and black nougats, calissons, jams, oreillettes, figs, almonds, bottarga, and tomatoes, the glory of Provençal cuisine.

But the Italians also emigrated massively from the mid-19th to the beginning of the 20th centuries to Marseille, Lyon and throughout the valley, bringing with them their culinary traditions: soupe au pistou (Provençal soup), pissaladière, brandade, macaronade, tielle, etc.

From via Agrippa to Routes Nationales 6 and 7 The alliance of tourism and gastronomy

After the conquest of Gaul by the Romans, in the 1st century BC, the Emperor Augustus instructed General Agrippa to set up a network of land routes for the circulation of mail, goods and armies. This network takes the name of its founder, and becomes via Agrippa. He chose

Lugdunum (Lyon) to make it the starting point of 4 great Roman roads linking the different provinces of Gaul: the road from Aquitaine to Saintes, the road from the Océan to Boulogne via Chalon-sur-Saône and above all the routes from Narbonnaise to Arles, and from the Rhine to Cologne passing through Chalon-sur-Saône, Dijon and Langres. For 20 centuries, the communication routes will be based on the route of the via Agrippa, along the Rhône from Arles to Lyon, then the Saône towards Chalon-sur-Saône. It will be the main communication route between the Mediterranean and the north of France and Europe. After the fall of the Roman Empire, at the end of the 15th century, Louis XI decided to restructure France and give it back an efficient communication network. He created postal routes to transport mail between Paris and the provinces. This network is then used by many travellers (aristocrats, soldiers, traders) joining their provincial lands. Relays, so-called post, are created to change horses and allow travellers to rest. Thus the royal roads, then imperial routes (1811) and finally the national roads (1830) with their post offices were born! The Route Nationale 6 which allows to reach Lyon via Burgundy, like the Route Nationale 7 which joins Lyon via Moulins and allows to reach Provence, follow the routes of via Agrippa de l'Océan and Narbonnaise, respectively. They cross the Saône and then the Rhône valleys, i.e., the Vallée de la Gastronomie - France®. After the World War I, the French people hit the road for vacation with the development of tourism, automobiles and leisure. Route Nationale 6 or Route Nationale 7, blue route or holiday route, are often confused, but always lead to the sun. The Route Nationale 7 became a legend in 1955 when Charles Trenet* dedicated a song to it, "Route Nationale 7". The old post houses went through difficult times with the arrival of the railway, but those that survived became lodges and sometimes famous restaurants such as the Loiseau in Saulieu, Lameloise in Chagny, and Pic in Valence. Other establishments will be created along the Route Nationale 6 and Route Nationale 7 and acquire fame with the decision of the Michelin Guide to award stars in the early 1930s: La Mère Brazier in Lyon (1921), Point in Vienna (1925), Chez Fonfon in Marseille (1952)...

*20th century French singer & composer

¹ Source: Yves Roueche - Journalist and Historian

VALLÉE DE LA GASTRONOMIE

FRANCE

Exceptional products are made of meetings. They are made of landscapes and climates. They are made of patience and know-how. It is there, at the sources of taste, that the Vallée de la Gastronomie - France® invites visitors to live, savour and share experiences they will never forget.

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MEDIA CONTACTS

BURGUNDY-FRANCHE-COMTE TOURISM

Véronique BEIGENCER

Attachée de presse et de promotion France & Pays-Bas
Tél +33 (0)3 80 28 02 98 - Mobile +33 (0)6 87 06 82 72
v.beigenger@bfctourisme.com

Marie-Hélène VERNEREY

Attachée de presse et de promotion Allemagne, Belgique et Suisse
Tél +33 (0)6 32 03 74 76 - Mobile +33 (0)3 81 25 08 12
mh.vernerey@bfctourisme.com

Dominika MICHOT

Attachée de presse et de promotion Grande-Bretagne
Tél +33 (0)3 80 28 02 95
d.michot@bfctourisme.com

Emmanuelle HEZARD

Directrice de la promotion et de la presse
Sales and PR Manager
Mobile +33 (0)6 78 54 19 06
e.hezard@bfctourisme.com

Cécile AMBACHER

Attachée de promotion et de presse Allemagne, États-Unis, Italie & France Itinérance
Mobile +33 (0)6 32 03 64 62
c.ambacher@bfctourisme.com

AUVERGNE-RHÔNE-ALPES TOURISM

Irène TRONCHET

Market manager Europe
Mobile +33 (0)6 79 14 32 12
I.Tronchet@auvergnerhonealpes-tourisme.com

Anissa GUENFOUD

Market manager Europe
Mobile +33 (0)6 71 52 22 08
a.guenfoud@auvergnerhonealpes-tourisme.com

Rachel Gregoris

Market Manager
Mobile +33 (0)6 87 71 90 41
r.gregoris@auvergnerhonealpes-tourisme.com

Corinne Renard

Chargée de promotion Long-Courrier
Promotion & Press Officer - Overseas markets
Tél +33 (0)4 73 29 49 71 - Mobile +33 (0)7 86 51 83 75
c.renard@auvergnerhonealpes-tourisme.com

Vanessa Michy

Attachée de presse France & International
Senior Press Officer
Tél +33 (0)4 73 29 49 33 - Mobile +33 (0)6 61 27 27 48
v.michy@auvergnerhonealpes-tourisme.com

PROVENCE TOURISM

Béatrice MANZATO

Attachée de presse
Tél +33 (0)4 91 13 84 19
bmanzato@myprovence.fr

Anne Sylvie GAUTIER

Chargée de promotion
Tél +33 (0)4 91 13 84 44
asgautier@myprovence.fr

Website

