

VALLÉE DE LA GASTRONOMIE

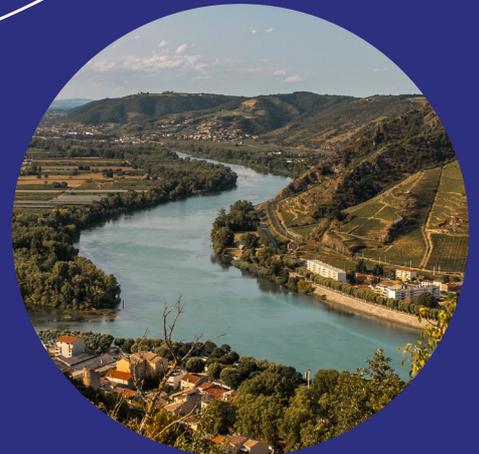
FRANCE

Dijon



Marseille

Lyon



THE GOURMET JOURNEY

PRESS KIT 2024-2025



LA VALLÉE DE LA GASTRONOMIE - FRANCE® is a **gourmet destination** stretching along the Saône and Rhône Rivers from Dijon to Marseille via Lyon. Extending 620km north to south and 120km east to west, it brings together farmers, winemakers, craft producers, restaurateurs and tourism professionals from **Burgundy-Franche-Comté, Auvergne-Rhône-Alpes and Destination Provence**.

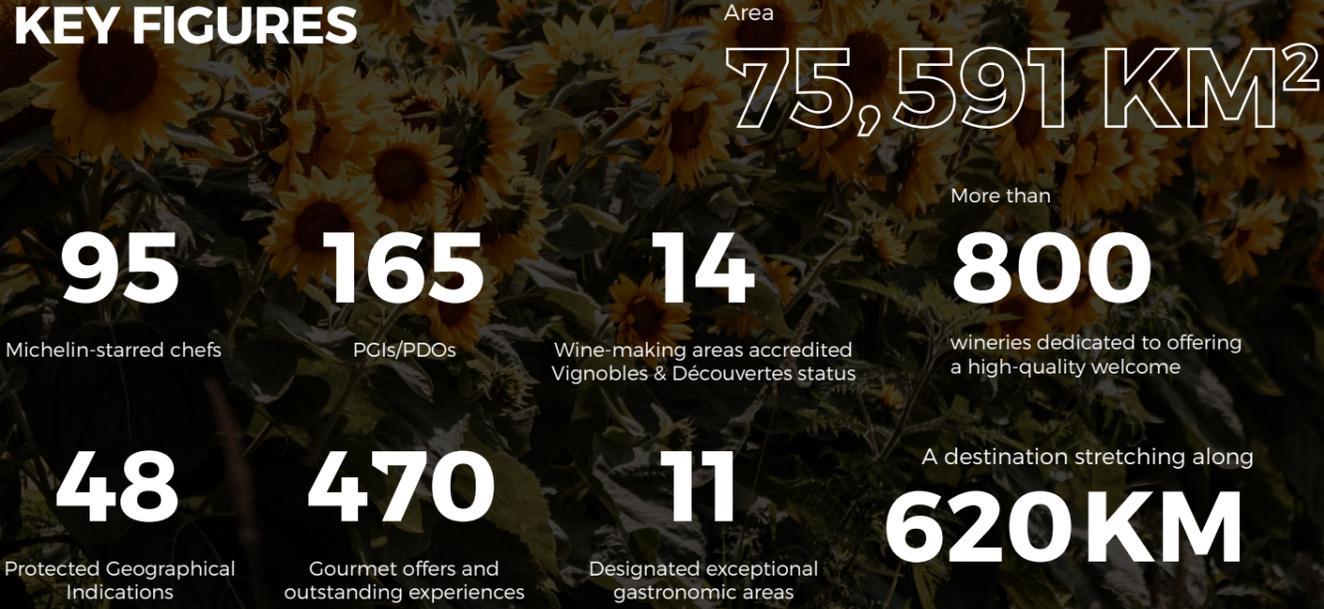
Their common aim - to share with visitors a form of tourism based around experiences and local visits that focus on **authentic encounters**, being immersed in local areas and terroirs, enjoying the **generosity of sharing** and of **enriching exchanges**.

These intensely culinary areas now present an exceptional number of **gourmet offers** suitable for all types of visitors and a collection of **outstanding experiences** to savour at least once in a lifetime!

La Vallée de la Gastronomie - France® covers a geographical corridor that has been historically influential for millennia, enabling produce to circulate, ideas to mix, and men and women to meet and develop their talents. From Dijon, with its continental climate, to Mediterranean Marseille, via Lyon where Saône meets Rhône, visit a string of areas that tell **the story of French gastronomy**, of a civilization based on agriculture and craft that is still thriving to this day. Our destination boasts 48 PGIs and 165 PGIs/PDOs, reflecting **the rich diversity of our terroirs and traditional savoir-faire**. Now, the association of partners who have joined forces to form **La Vallée de la Gastronomie - France®** is taking up the baton to promote these terroirs, their varied produce and their many skills.

With La Vallée de la Gastronomie - France®, a living gastronomic heritage has never worn its name so well!

LA VALLÉE DE LA GASTRONOMIE - FRANCE®
KEY FIGURES





A SHARED HISTORY AND ANCESTRAL HERITAGE

The whole route of La Vallée de la Gastronomie – France® shares a geological, economic and historical past that unites the varied lands it covers.

THE WESTERN EUROPEAN RIFT – A GEOLOGICAL CREATION

Some 60 million years ago, as the Alps rose up, a crack appeared in Europe’s geological base, going north to south along a line running from the North Sea to the Étang de Thau. This Western European Rift stretched over 1,000km, following the arc of the Alps and the great Rhine and Rhône corridors. The area caught between the two fractures of the Alpine Massif and the Massif Central gradually collapsed, allowing the sea to swamp this wide expanse and marine sediments then to be deposited... to contribute to the fertile lands and varied produce that would later thrive in the areas covered by La Vallée de la Gastronomie – France®.

After a long process, the Rhône and its tributaries would take shape in the rift. First, the sea retreated, giving way, from north to south, to the Saône-Rhône furrow, or corridor, marked by vast depressions. The ones to the north, influenced by a continental climate, turned into vast prairies, excellent for herding and cultivating cereals and vegetables. Those to the south, in a Mediterranean climate,

proved ideal for orchards, olives and rice paddies. Along the depressions’ edges, erosion carried large quantities of rock across the plains and down the valleys, forming natural alluvial terraces where many of our destination’s fabled vineyards would later be established.

ALONG THE RHÔNE-SAÔNE CORRIDOR: DISHES REINVENTED AREA BY AREA!

From Antiquity, the Rhône-Saône corridor served as a major trading route south to north. Merchandise was carried up the Rhône and unloaded near Lyon to then be transported further north along the Saône, or via land routes to northern France and other northern countries. This route used for so much trade helps explain why the various lands covered by La Vallée de la Gastronomie – France® may, to be sure, have their own specificities but also share many specialities thanks to shared influences.

For example, behind the names oreillette, merveille, bugne and fantaisie lies a type of doughnut that became popular along the Rhône, from Arles to Dijon via Lyon, different areas laying claim to the recipe! Dishes combining fish with a wine sauce can also be found in the different regions covered, the pôchouse in Bourgogne-Franche-Comté, the matelote around Lyon and morue en raïto in Provence!

HISTORY, A FERTILE GROUND!

“for wine to be fine, the vines must peer down on the mighty river”

Our vineyards also came about through wars of conquest and religious domination. In Antiquity, while the Gauls already appreciated the wine introduced by Greeks settlers, it was only from the 1st century AD that Romans began to import and plant vines in these parts.

Down the centuries, the Gallo-Romans acquired skills in cultivating vines and making wine that replaced Celtic beer. In the Middle Ages, viticultural knowledge was refined. After barbarian invasions led to the collapse of the Roman Empire and the rise of Christianity, vines and wine became dominated by monastic orders (in Burgundy) or papal control (in the Rhône Valley and Provence). Then, in recent times, came the creation of the French wine appellation system, strictly controlling the areas allowed to produce appellation wines, as well as the grape varieties to be used and the ways and methods of growing these grapes and harvesting and vinifying them.

As regards dishes, in the Renaissance period, the presence of Italian merchants and bankers at all the valley fairs added greatly to culinary traditions. Spices, charcuterie (e.g. cervelas and pâté en croûte), offal (tripe), more elaborate preparations (quenelles, ravioli, poutargue...), fruit and vegetables (tomatoes, apricots, artichokes, cardoons...), sweet treats (such as chocolate, nougat, ice cream and jams) and liqueurs all flourished.

For a long time now, travel has encouraged gourmet exchanges!

OUR CULINARY DIARY

La Vallée de la Gastronomie – France® is proud of its exceptional heritage and terroirs. A fine way of discovering these is taking part in traditional festivals.

These events, rooted in our terroirs for a long time now, are vital to local identity.

Hospices de Beaune Wine Auctions

Every 3rd weekend in November since 1859

On the Saturday morning in Beaune, excitement grows around the town’s splendid 15th century Hospices, the roofs covered with Burgundian varnished tiles. At the same time, the area’s wineries open their doors for splendid tastings.

The wine auctions at the Hospices take place on the Sunday, a world-renowned reference for the sale of fine wines.

Les Glorieuses de Bresse

Every year in December since 1862

Chefs and gastronomes from across the globe gather in Bourg-en-Bresse, Louhans, Montrevel-en-Bresse and Pont-de-Vaux for gastronomic competitions and events that highlight the finest specimens of the exceptionally reared Bresse chickens.

Les Oursinades de Carry-le-Rouet

The first three weekends in February, every year since 1960

Visitor numbers are increasing every year as people celebrate the sea urchin season with tastings and events. Dangling your feet in the sea, sat on a rock or at a wooden table, or seated comfortably in a restaurant – all spots are good for savouring this Mediterranean coral-coloured creature, along with other seafood.

Many events are put on across the days covered by this major, convivial culinary rendez-vous.

A MULTITUDE OF GOURMET OFFERS, A COLLECTION OF OUTSTANDING EXPERIENCES

La Vallée de la Gastronomie – France® guides visitors through the vibrant diversity of France's gastronomic heritage!

OUR GOURMET OFFERS – NOT TO BE MISSED

Our gourmet offers cover food and wine sites, activities, tours and tastings not to be missed! Our destination's iconic sites, the secrets involved in producing our specialities, our producers' markets, tours of our vineyards and wineries, the best addresses to eat at or for culinary and wine experiences... all these varied elements combined, along with warm encounters with the local people in charge of them, make our destination's strength and diversity.

In Bourgogne-Franche-Comté

In Dijon, **the Parcours du Goût** is a guided tasting tour on which visitors discover this city, listed as a **UNESCO** World Heritage Site, while savouring its culinary specialities. In Beaune, **the Moutarderie Fallot** proposes a museum-style trail recounting the history of this independent family firm founded in 1840. As to the Sensations Fortes trail, it offers a sensory tour of the production site, while the workshop-cum-boutique with its mustard bar (presenting both classics and unusual mustards) is a... must...!

In Fuissé, not far from the famed Roche de Solutré, at **the Maison Auvigue**, whichever wine tour you choose, a tasting of domain wines in the cellars set in the heart of a 12th century Romanesque church is simply heavenly.

In Auvergne-Rhône-Alpes

At Auberives-en-Royans, with the Vercors's dramatic cliffs as backdrop, **the Domaine Mayoussier** is both an elegant 13th century château and a family vineyard where conviviality is the order of the day. Groups are welcomed with a casse-croûte du vigneron, a hearty country buffet consisting of local farm produce, while on certain summer evenings, concerts are put on to entertain groups of guests sat at tables under the linden trees.

Guests savour the cosy atmosphere at **Voyage des Sens**, in winter sat beside the fireplace, relishing a cuisine in which local produce is enhanced by flavours from further afield. This authentic Bresse house in the Revermont's unspoilt countryside is now a place where tradition and innovation blend together deliciously.

Continue enjoying culinary delights at the foot of the Vercors at **La Belle Noix** where visitors discover all the secrets of the Grenoble Walnut PDO... From production to

on-site processing, this tour reveals all the steps that give rise to delicious products: spreads, coated kernels, biscuits, walnut wine, and many others...

In Provence

Inland, in the heart of the Vallée des Baux-de-Provence, an olive-growing area par excellence, **the Moulin Cornille** has stood for over four centuries; it's now home to an olive oil cooperative. The former lofts have been transformed to present a permanent exhibition on ancestral skills passed down from generation to generation. Enjoy a journey back in time here that's also a culinary trip, notably if you taste the renowned matured olive oil. Provence is also associated with its garrigue, herb-covered scrublands, and **the Distillerie Garagai** at Aix-en-Provence both cultivates and picks straight from the garrigue aromatic herbs that go into making craft spirits that taste of this terroir.

On the coast, visitors can become oyster farmers for a day in Port-Saint-Louis-du-Rhône at **Camargue Coquillage**, the first (and to date only) producer in the Provence region accredited as an organic producer.

3 CRITERIA TO GAIN ACCREDITATION FROM LA VALLÉE DE LA GASTRONOMIE – FRANCE®

- 01** Offer a tourist service linked to wine or gastronomy
- 02** Be a member of a gastronomic network or feature in a reference guide (Maîtres Restaurateurs, Bistrot de Pays, Vignobles & Découvertes, Logis de France, Accueil Paysan, Bienvenue à la Ferme, Qualité Tourisme, Michelin, Gault & Millau...)
- 03** Be located under a 45-minute drive from a motorway exit on the A6 or A7, or close to the N6 or N7 trunk roads.



OUTSTANDING EXPERIENCES - EXCLUSIVITIES

La Vallée de la Gastronomie – France® brings together a collection of outstanding experiences offered by existing producers and of original offers put together with partners across our varied areas.

In Bourgogne-Franche-Comté

An exceptional morning sharing special moments with the Michelin-starred chef at La Maison Doucet as he presents his terroir, the Charolais area, which his cooking honours daily. On the menu: meeting both a Charolais beef producer and a cheese specialist; then touring the vegetable garden that partly supplies Frédéric Doucet's restaurants. Visitors take part in a personalized cooking class, choosing which dish to prepare, before savouring the chef's cuisine. Local produce, rigorous techniques and a great deal of imagination are the foundations of this gastronomic experience.

In Auvergne-Rhône-Alpes

Create your personal blend just like a professional winemaker at the Université du Vin in Suze-la-Rousse. The Université du Vin opens its doors to keen amateurs thirsty for wine knowledge and practical skills. The oenologist in charge of the workshop Création de Cuvée Personnalisée first imparts the indispensable theory section, presenting the wine appellations of the Rhône Valley and their organoleptic profiles, as well as the main grape varieties used across this richly diverse viticultural area. Then it's on with the practical section. After a comparative tasting of various grape varieties, each participant composes their own preferred blend, even personalizing their assemblage by naming it and designing a label for it. Each participant has the joy of leaving with a bottle of their own blend so that they can share the fruits of this unique, outstanding experience with others!

In Provence

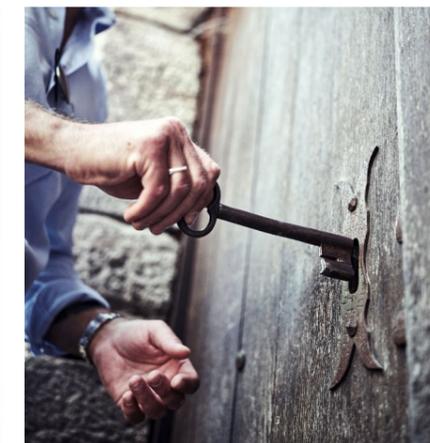
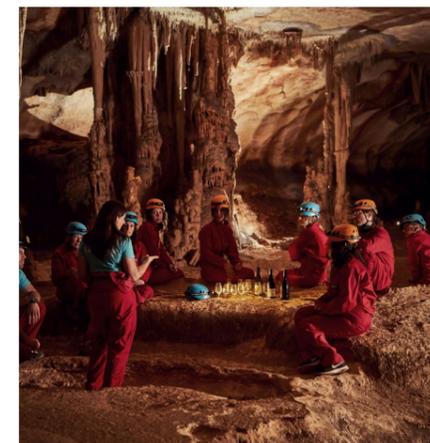
Taking you to new heights with chef Michel Basaldella at Le Grand Puech in Mimet! While the typically Provençal village of Mimet may only stand at 512m in altitude, it still claims the distinction of being the highest village in the county of Bouches-du-Rhône. Having explored Mimet's architectural delights, participants meet a local craftsman and a producer, then tour a sensory garden where permaculture is practised and enjoy a guided walk along a botanical trail. Next, on to chef Michel Basaldella's establishment, accredited as an Écotable, nestled in greenery, where participants can enjoy both a culinary and panoramic overview of Mimet. A cookery class with Italian touches is followed by a four-course meal during which you discover how a gastronomic restaurant can produce meals that are both sustainable and responsible and tasty and elegant. Plus, savour the stunning views across to the Chaîne de l'Étoile!

THEMED INSPIRATION

La Vallée de la Gastronomie – France® means joy, sharing, encounters... via different areas, terroirs, produce, specialities, traditions, savoir-faire. Above all, it's about following your own food and wine interests and passions!



To look up all the great places you can visit along our Vallée, consult our website.
www.valleedelagastronomie.com



PRODUCING alongside craft experts dedicated to the land and to taste

On your gourmet trip, you'll not only encounter people, but above all big personalities and great stories, about family traditions, the transmission of skills, conservation, innovation, passion...

Our destination focuses on tourist experiences, placing emotions and the five senses at the heart of your journey. It invites visitors to immerse themselves in the everyday lives of craft producers who open the doors to their farms, gardens, workshops, kitchens and production sites.

They'll share their savoir-faire and get visitors to take part, by picking, milking, touching, cooking, tasting, blending, transforming, shaping, scenting... and, to be sure, also remembering, forever!

Fromagerie Gaugry
Brochon (21)

Ferme La Belle Noix
St Hilaire du Rosier (38)

La Maison du Riz
Albaron (13)

DISCOVERING savoir-faire and iconic specialities

Passing from the earth to plate or glass, a raw product goes through a number of stages of preparation and transformation before taking on the form that turns it into a renowned speciality. Along La Vallée de la Gastronomie – France®, visitors can learn about the best-kept secrets behind ancestral skills and iconic specialities.

Our museums are interactive, sometimes located in the midst of the production site, and most often offer a generous tasting.

Many historical production sites put on tours that prove veritable sensory journeys, while day workshops or longer courses enable amateurs to develop their gastronomic and oenological knowledge and practices.

Les Anis de Flavigny
Flavigny-sur-Ozerain (21)

Musée de l'Olivier - Espace Vignolis
Nyons (26)

Confiserie Léonard Parli
Aix-en-Provence (13)

TASTING along wine routes

Along La Vallée de la Gastronomie – France®s 620km, explore, north to south, three of France's thirteen major wine regions: Burgundy and the Beaujolais; the Rhône Valley; and Provence. Each has its own distinctive landscapes, grape varieties, soils, even very specific "climats". What unites them is their history, also written in the course of La Vallée de la Gastronomie – France®. Planted back in Roman times, then developed by monks and the Dukes of Burgundy, our vineyards underwent further changes after the French Revolution and would early adopt the new classification rules introduced by the Appellations d'Origine Contrôlée system put in place in 1936.

What they have in common today is the tireless devotion of the men and women who work in these vineyards and wineries, their professions linked to the earth, combining skill and emotion, passions they share so generously on our wine tourism activities, which are being expanded and improved all the time.

Château de la Greffière
La Roche-Vineuse (71)

Domaine du Mas d'Intras
Valvignères (07)

Domaine Vallon des Glauges
Eyguières (13)

SAVOURING meals at typical bistros and gastronomic restaurants

Back in 2010, UNESCO listed the French gastronomic meal as part of the intangible heritage of humanity, helping protect the traditional cultural practices and savoir-faire involved. All along La Vallée de la Gastronomie – France® you'll discover how tradition is served up on your plate with the likes of gougères, grattons, fougasse, oeufs en meurette, quenelles de brochet, bouillabaisse, boeuf bourguignon, saucisson brioché, cervelle de canut, tartes aux myrtilles, pralines roses...

La Vallée de la Gastronomie – France® presents both colourful and more sober venues, such as cellars serving food, traditional brasseries, or Lyon bouchons. Our destination is also renowned for signature cuisine and counts 95 Michelin-starred chefs.

There's no doubting that, across the 75,591km² covered by La Vallée de la Gastronomie – France®, there's something for every taste!

Château du Mont Joly
Sampans (39)

Restaurant Le Président
Lyon (69)

Restaurant Les Sens de la Toupine
Miramas (13)

VISITING iconic sites

La Vallée de la Gastronomie – France® stretches along a trading route that has, over two millennia, enabled communication and exchange between the Mediterranean and northwest Europe. Travellers in search of history will enjoy discovering vestiges of this past, visiting historic sites, buildings and monuments that have left their architectural mark on the natural surroundings. Each has much to tell about the way our areas have been forged and the way the character of our terroirs has developed through time.

Discovering them, your gourmet journey becomes a journey back in time.

Tasting trail
Dijon (21)

Villefranche's gastronomic tours
Villefranche-sur-Saône (69)

Domaine Château La Coste
Le Puy-Sainte-Réparate (13)

EXPLORING your own pace, with passionate guides

Along La Vallée de la Gastronomie – France® each epicurean can find a programme to suit them, including those who prefer to get off the beaten path. By foot, on horseback or by bike, your gourmet journey can become an active trip through the heart of our terroirs, immersing you in nature, culture, and even adventures!

Visitors can be accompanied by experienced, passionate local guides who know their patch or their cru like the back of their hand, giving unique insights into our destination and making possible authentic encounters.

In La Vallée de la Gastronomie – France®, the choices are so varied that there's something to please everyone – solo travellers, couples, families, or groups.

Bike and wine day in the Côte de Beaune (21)

Dinner-cruise with Compagnie des canotiers
Tournon-sur-Rhône (07)

On horseback at the Mas Saint Germain
Arles (13)

SUGGESTED ITINERARIES

La Vallée de la Gastronomie – France® suggests outstanding experiences that already exist but also original offers put together with partners all around the areas.



THE GREENEST BY BIKE: TWO MAJOR CYCLE ROUTES ALONG LA VALLÉE DE LA GASTRONOMIE – FRANCE®

Riding beside rivers, following the Saône up to Lyon along **La Voie Bleue** Moselle-Saône, then the Rhône from Lyon to the Mediterranean along **the ViaRhôna**... now, there's a gentle trekking adventure accessible to many.

CYCLING TOUR – 9 days, 8 nights / 32 stops

Cycling between Tournus and Port-Saint-Louis along the peaceful banks of Saône and Rhône, enjoy a winning combination of physical exercise and the great outdoors, with breath-taking views plus tasting rewards, such as the 90 appellations presented by the Vignerons de Mancey at Tournus, the charcuterie boards served at the bistrot Le Rendez-Vous de Bobosse at Belleville-en-Beaujolais, or the variety of nougats made by the Fabrique Arnaud Soubeyran in Montélimar.



THE FREEST BY CAR: FOLLOWING MAJOR ROUTES THEN GETTING OFF THE BEATEN TRACK

The most direct way to La Vallée de la Gastronomie – France® from the north is via the A6 or A7, the major motorways linking Paris to the Mediterranean. For options putting you within easy reach of the countryside, try the two iconic trunk roads, the Nationale 6 (or N6) running beside the Saône from Dijon to Lyon, or the N7 linking Lyon to Roanne – both offer great stops.

GOURMET TOUR – 10 days, 9 nights / 32 stops

Going from picturesque villages to great cities, from lively markets to cosy restaurants, from renowned wineries to refined meals, the Gourmet Tour de la Vallée de la Gastronomie – France® proposes 32 varied stops. Among them, a tasting of exceptional wines at the Maison Olivier Leflaive at Puligny-Montrachet, a Michelin-starred dinner at the Maison Lameloise in Chagny, a pilgrimage to La Roche de Solutré, an exclusive introduction to chef Joseph Viola in Lyon, an interactive tour of the Cité du Chocolat Valrhona in Tain-l'Hermitage, a day's grape-harvesting at the Domaine Michelas Saint-Jemms, La SpéléOEnologie® underground wine-tasting at the Grotte St-Michel, a discovery tour of the Ferme du Brégalon in Rognes and a Provençal art de vivre stop at La Magdeleine – Mathias Dandine in Gémenos.



THE MOST CIVIC-MINDED! BY TRAIN: 12 MAJOR STOPOVER TOWNS

From Paris or Lille, as well as from European countries such as Great Britain, Belgium and Germany, high-speed TGVs connect to 12 major stopover towns along La Vallée de la Gastronomie – France®: Dijon, Beaune, Chalon-sur-Saône, Le Creusot, Mâcon, Lyon, Valence, Nîmes, Le Pont-du-Gard, Aix-en-Provence, Arles and Marseille.

CITY TOUR – 8 days, 7 nights / 28 stops

Travelling by train is a state of mind, as you adopt a different view of travel. Choosing the railways indicates that your trip is as important as your destination. Our Circuit Citadin links eight towns, station by station, and proposes such gastronomic stops as a lunch at L'Écusson, right by the Hospices de Beaune, a visit to the Halles de Lyon Paul Bocuse, a tasting of Aquae Maltae thyme and rosemary beers at Aix-en-Provence and the purchasing of traditional navettes (biscuits) at Les Accoules in Marseille.



THE SLOWEST ON FOOT: TO REALLY WORK UP AN APPETITE!

For gourmet tours in the city or in the country, hiking in the vineyards, through lavender fields or beside olive groves, or traipsing around old cobbled streets in search of a fine culinary address... La Vallée de la Gastronomie – France® might also involve a good few kilometres on foot!



Find trip suggestions under the subheading itinéraires / routes on our website.
www.valleedelagastronomie.com



DID YOU KNOW?

A well-trodden destination for over two millennia: from the Gallo-Roman Via Agrippa to the Nationales 6 and 7

In the 1st century BC, after the Roman conquest of Gaul, Emperor Augustus directed General Agrippa to put in place a network of land routes to help the circulation of mail, goods and armies. Lyon became the starting point for four major Roman roads and, across 20 centuries, the route beside the Rhône from

Arles to Lyon, followed by the Saône in the direction of Chalon-sur-Saône, became a denser network of royal, then imperial, then national trunk roads.

Nowadays, the Nationale 6 leads south through Burgundy to Lyon, while the Nationale 7 cuts down via Moulins to Lyon, then on to Provence. These trunk roads run down Saône and Rhône Valleys, and hence right through La Vallée de la Gastronomie – France®.



VALLÉE DE LA GASTRONOMIE

FRANCE

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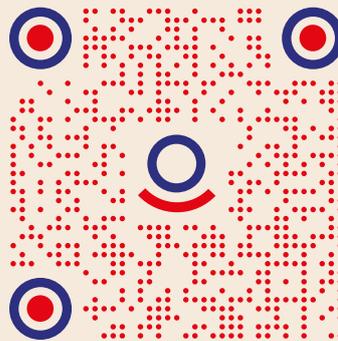
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Their common aim – to share, with those who love exploring varied terroirs, with fans of fine produce, and with keen tasters of wines and spirits, a form of tourism based around great experiences and local visits that focus on authentic encounters, immersing oneself in local areas and terroirs, enjoying the generosity of sharing and of enriching experiences.

WEBSITE



AIRFRANCE 