

Beat: Lifestyle

TOUS AU RESTAURANT 2016 - 15 Days of French Gastronomy Tasting

In FRANCE from September 19 to October 2

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USPA NEWS - This year is the 7th Edition of 'Tous au Restaurant', two weeks of gastronomy tasting all around FRANCE. It started on September 19 and finishes on October 2, 2016. A Press Conference was held on September 19, at le BHV Le Marais with Anne HIDALGO, Alain DUCASSE, Julie ANDRIEU, Yann ARTHUS-BERTRAND.

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- Anne HIDALGO : Mayor of PARIS

- Alain DUCASSE : famous French Chef. He operates a number of restaurants and became the first chef to own restaurants carrying three Michelin Stars in three cities. Alain Ducasse has become known through his writing and influences and is also only one of two chefs to hold 21 Michelin stars throughout his career.

- Julie ANDRIEU : famous TV Host Chef : Since 2001, she has hosted several radio and television programs on cooking.

- Yann ARTHUS-BERTRAND : famous French photographer, journalist, reporter and environmentalist. He is especially well known for his book 'Earth from Above' (1999)[1] and his film 'Home' (2009).

'Tous au Restaurant', as it is called, has the aim of offering the opportunity to everyone to be able to share an unique moment, exchange and live an unforgettable souvenir. In 2015, they were 575,000 to have booked a table in more than 1,000 restaurants participating. This year, the ambition is to challenge those figures and to bring more than 1,200 restaurants to join this unique event in the year, and this all around FRANCE.

To celebrate this 7th Edition, will be proposed by 'Tous au Restaurant', three temporary restaurants on three exceptional parisian rooftops where the 'restaurant of tomorrow' will be staged. Invited Chefs imagine unique menus with four, six, even ten hands working on them. For instance in PARIS, there are 'Le Perchoir' at le BHV Marais, Restaurant 'Le Frank' for the Louis Vuitton Foundation and 'Le Perchoir' Menilmontant.

This Edition also focuses on discovering the major stakes of this particular sector in move. Issues/challenges are discussed through questions such as : what will be next in your plate ?, how to organize the service ?, what type of welcoming for the guests ?... To end up with the main issue : what will be the Restaurant of Tomorrow. Answers emerging gradually with initiatives, modifications in cooking process, in managing the restaurant. Thinking local, healthy, ecological, multicultural... We will have to adapt, to personalize the offer taking into account preferences and dietary requirements.... But also and mainly, it will be essential to develop expertise which is the foundation of success of French Cuisine.

Regarding the concept of 'The Restaurant of Tomorrow', will be submitted to the guest five questions allowing to define desires and expectations. A simple survey around the benefits wished and notions such as pleasure and sharing. A choice will appear on the tablet used at that time offering a choice of menus (starter, main course, cheese, desert) and the name of a chef. The gourmet has, of course, the choice of an alternative proposal and to notify allergies specificities. Finally, the waiter comes to take the order...

Source : Tous Au Restaurant

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