



A GASTRONOMIC
YEAR IN PROVENCE

mpg2019.com

A YEAR TO SAVOUR!



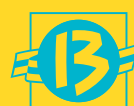
PRESS
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A GASTRONOMIC
YEAR IN PROVENCE

PROVENCE
TOURISME



DÉPARTEMENT
BOUCHES
DU RHÔNE



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3 QUESTIONS FOR MARTINE VASSAL

PRESIDENT OF THE BOUCHES-
DU-RHÔNE AREA COUNCIL
PRESIDENT OF THE AIX MARSEILLE
PROVENCE METROPOLITAN AREA



MPG2019 was your idea. What made you want to honour Provence's gastronomy in 2019?

Our area attracts an increasing number of talented chefs and projects on the gastronomy theme. There is a genuine dynamic here around gastronomy, driven by all of the sector's stakeholders. This fabulous movement expands the reach and attractiveness of Provence, and we need to accompany and sustain it. Our producers, wine growers and iconic chefs are our finest ambassadors. This culinary wealth needs to be showcased by a major event like MPG2019. It is also an opportunity to unite national and international economic networks behind Provence's living heritage.

What meaning do you want to give to the event?

First and foremost, a sense of sharing and generosity. This vast event honouring our gastronomy is designed to be shared by the widest possible audience. From March

to December, a plethora of festive and participative meetings will be celebrating local know-how and flying the flag of our traditional flavours, recipes and produce. MPG2019 is a mega-celebration of gastronomy, from the field to the plate. We are proud of our gastronomy and want to share it far and wide – it is an intrinsic part of our heritage, just like our fabulous landscapes and lifestyle

How will the event reach people?

Our professional, cultural and touristic stakeholders have got together to create a gastronomic voyage spanning towns and villages throughout the area. Various major events are scheduled to bring local inhabitants together, while other smaller events are designed to help people discover Provence's exceptional riches. MPG2019 will combine a year of encounters with local chefs, gourmet markets, picnics and urban vegetable gardens with many cultural events on the culinary theme. Our exhibitions, festivals and concerts will be going gastronomic! The success of the event relies on our ability to play as a team. Together, we will make 2019 a capital year for Provence's gastronomy!

3 QUESTIONS FOR DANIELLE MILON

PRESIDENT OF PROVENCE TOURISME
VICE-PRESIDENT OF THE BOUCHES-DU-RHÔNE AREA COUNCIL
VICE-PRESIDENT OF THE AIX MARSEILLE PROVENCE
METROPOLITAN AREA, IN CHARGE OF TOURISM



What does gastronomy represent here?

Our beautiful area boasts stunning landscapes, exceptional produce and a history dating back to Antiquity – Provence's gastronomy is a genuine odyssey! It calls on our senses, celebrates tradition, creativity, culinary customs, lifestyles and the joy of new discoveries.

Provence's gastronomic heritage is more popular than ever before. From the producer to the plate, it attracts thousands of people from the world over keen to «taste» our Provence!

Can we use the term «gastronomic tourism»?

Yes, absolutely! Gastronomic tourism is a growing sector, with a host of new activities such as production site tours, purchase of local produce, markets, culinary evenings, cookery classes and gastronomy walks. If you want to get to know an area, you need to meet the people who forge and uphold its know-how. Discovering the men and women who work passionately to defend their land and traditions is undoubtedly the best way for a tourist to experience our destination. Our mission is to preserve this know-how – it is an intrinsic part of our wealth. Our Mediterranean and

Provençal cuisine is fabulous and very much alive and kicking. It is an essential part of our identity – the very spirit of Provence!

Tell us more about this collective adventure...

The only way of meeting this challenge launched by the Bouches-du-Rhône area is together, by uniting local stakeholders, accompanying projects, and throwing bridges between Provençal chefs and local culture and arts. MPG2019 is a genuine home-grown project. Everyone – both the public and private sector – stepped up and got down to work during the preparatory year and will be continuing to contribute and play a role in this participative event. It's like every good recipe: the right ingredients make the best dishes and we hope MPG2019 will be one of them!

3 QUESTIONS FOR GÉRALD PASSÉDAT

3 STAR-RATED CHEF OF THE
RESTAURANT «LE PETIT NICE» IN
MARSEILLE



As honorary President of the Marseille Provence Gastronomy Year, what are you most looking forward to?

I love this initiative and I'm proud to be presiding it! I was born in Marseille and I'm passionate about my city. I hope the public will enjoy seeing the new face of Marseille. Marseille Provence Gastronomy 2019 is going to be a fabulous springboard for our area and for the new generation of talented and passionate chefs and producers people are about to discover.

Provence attracts more and more gastronomic talents. How do you explain this new impetus?

The Mediterranean has bathed and fed me since I was a little boy. Our sea, rocks and dry inland country are endless sources of culinary inspiration. 2,600 years of culture and culinary pleasures are truly something to remember. It would be senseless for us to lose ourselves in today's globalized culinary world. I set up the association «Gour Méditerranée» in 2012 as a showcase for the cuisine of Marseille and Provence, Mediterranean gastronomic culture and the very healthy Mediterranean diet. The association aims to unite chefs and producers and attract new talents to Marseille and the region. Today, the dream has come to life, with over 60 top chefs flying the flag of our culinary wealth. Our cuisine is more alive than ever: the simplest ingredients continue to be magicked into life by our chefs, while respecting our time-honoured Mediterranean diet. I believe every cook should portray his own vision of the region. Our cuisine should be the guardian of an intelligent lifestyle favouring local producers, organic growing and sustainable fishing. It must fight on every front to defend the environment and be an example for the younger generations. That is part of every chef's work too. The cuisine of Marseille and Provence is a catalyst for the Mediterranean.

As a «spokesman» of Provençal gastronomy, what messages would you like to relay?

That Marseille and Provence be granted a decent position within the Mediterranean and Europe, regain their former prosperity and cultural wealth and become a major gastronomic stage. And that our tireless energy take the right direction, so that our children continue to want to set up home here.



MPG2019 A YEAR TO SAVOUR!

Initiated by the Bouches-du-Rhône Area Council and steered by Provence Tourisme, Marseille Provence Gastronomy 2019 will be celebrating the popular art of gastronomy throughout the Bouches-du-Rhône.

This year, we will also be celebrating the know-how of this crosswise and emblematic industry's many and diverse stakeholders. From the field to the plate and the pan to the table, they all play a part in making us a flagship gastronomic destination.

Encounters with local chefs, gourmet markets, picnics with a view and urban vegetable gardens are just some of the ingredients of this gastronomic voyage through the area's exceptional landscapes and produce. From March to December, the Bouches-du-Rhône's towns and villages will be hosting a plethora of both prestigious and popular events, honouring the traditional flavours, recipes and produce of our local farmers and wine growers. MPG2019 will also be putting the spotlight on our finest chefs, restaurants, artisan producers, tableware artists and all those who strive to uphold and enhance Provence's gastronomy.

Associating talent, passion and creativity, this new adventure aims to put «Made in Provence» produce in the limelight and bring our destination to the attention of visitors and holidaymakers seeking quality and authenticity. Presided by Michelin 3-star Chef Gérard Passadat, Marseille Provence Gastronomy 2019 is set to be a delicious event with plenty for everyone. In short, a generous, festive and truly fabulous year!



© T. Duval

MPG2019 TOP 10

MPG2019 promises a genuine firework display of gastronomic events, with over 1,000 exciting dishes on the menu including encounters with local chefs, gourmet markets, picnics with a view and urban vegetable gardens. Here is our Top 10 pick of must-do meetings.

L'Art Mange l'Art, exhibition at the Musée Regards de Provence, Marseille

March 2nd to September 29th

This contemporary art exhibition invites visitors to rediscover - from a sometimes offbeat angle - the simple pleasures of harvesting, cooking and eating. Part of the Eat Art movement reflecting on our consumer society and the food industry, it invites each artist to offer their own interpretation of food, nature, the soil, meals and togetherness...

Festival du 9^{ème} Art et de la Gastronomie, Aix-en-Provence

April 6th to May 25th

A novel marriage of comic books and gastronomy. If you're a fan of comic books and good food alike, you won't have to choose between reading and eating any longer! For its 16th edition, the Comic Book Festival organized by the Aix-en-Provence Tourist Office is throwing a fun and offbeat spotlight on local gastronomy. A guest illustrator will

be capturing the diversity, riches and specificities of Provence's cuisine on paper.

Le plus grand cours de cuisine étoilé, Marseille

June 28th

A surprising event is going to happen. On stage, the starred chef Lionel Lévy left his kitchen at the InterContinental restaurant to challenge the gourmet public : the realization of the biggest starred cooking lesson ! Around the chef, 1000 participants by team of 2 supervised by other chefs. Their goal : to prepare a recipe of Lionel Lévy. From 6.00 pm, the show begins. The purpose of this event is to show how powerful Marseille is on the gastronomic side, it is clearly the opportunity to set a new record in the Guinness book.

La Grande Halle, Vieux-Port, Marseille

June 28th to 30th

An open-air food hall spanning the Old Port, instilling the quaysides with a farandole of flavours, scents and colours.

This is one of MPG2019's largest meetings, bringing together the world of Provence gastronomy in Marseille. An impressive decor made entirely with plants will be transforming the pavilions into symbols of gastronomy in the Bouches-du-Rhône (cereals, wine, the sea, etc.): each sector has its own village and each village has its own activities.

Les Rencontres Internationales de la Photographie – Tawlet, Arles and Marseille July 1st to September 22nd

Les Rencontres d'Arles: Lebanese food beyond the clichés

Considered as the Cannes Film Festival of photography, the «Rencontres Internationales de la Photographie d'Arles» is celebrating its 50th anniversary in gourmet style this year with a special edition dedicated to Lebanese Chef Kamal Mouzawak and his incredible cooks from the "Tawlet" restaurant in Beirut. On the menu: a fabulous culinary voyage into the treasures of Lebanon, from the heart of Camargue. A genuine citizen's canteen, combining love of gastronomy and a generous desire to share knowledge and lifestyles.

In Vino Musica, throughout the Bouches-du-Rhône

July 8th to 13th

In Vino Veritas : This two words match really well together. Pliny the Elder, Roman author and naturalist, ensured that truth is to be found in wine. But we can also find it in music! In Vino musica event proposes to mix symphonies, palate sweetness and musicality. At the heart of the vineyards, it's time to taste a glass of wine while listening a concert. Classical music, jazz or reggae, red or white wine, you'll have the choice. This will be a pure moment of happiness!

Pizzamania, Festival de la Pizza, Marseille September

Pizzamania, a festival of pizza! There's no need to travel to Italy to savour a good pizza! In September, 20 pizza masters will be gathering on Marseille's Old Port for the festive and popular Pizzamania festival. The love story between Marseille and pizza dates back many years: in the 19th century, cheap restaurants on the Old Port already sold wood-fired pizzas topped with Provencal tomatoes. Marseille is also the birthplace of the pizza truck: the city's legendary figure «Jeannot le Pizzaiolo» set up shop here in 1962!

Prendre la Mer, at the Criée de Marseille September

All the treasures of Mare Nostrum. Sea urchins, sea bass, scorpion fish, octopus and oysters... The nurturing Mediterranean Sea overflows with treasures. The "Prendre la Mer" initiative invites strollers to (re)discover a host of produce, including forgotten fish varieties,

together with local producers, conservation techniques and ancient culinary traditions. Recipes, songs, literature and cinema come together to sing the praises of Mare Nostrum. Not to be missed: the "true fake" Bouillabaisse trial, when a pretend judge has to cast his verdict on traditional bouillabaisse with its croutons and rouille sauce versus the so-called «revisited» recipe.

A Table, Les Marseillaises Cuisinent le Monde, Marseille

September 29th

The world's longest buffet on Corniche Kennedy. Led by a group of Marseille female chefs, a brigade of "women chefs of the world" will be busy cooking for this charity event. A festive meeting, at one of the city's most iconic venues.



© B. Béchet

Le Festival de la Soupe, participative event in Marseille and throughout the Bouches-du-Rhône

December

Eat your soup! Just for kids? Not at all! Concocted with pistou sauce, truffles, baby onions, pumpkin, chestnuts and even strawberries, oranges and spicy caramel, soup will never be the same after the "Festival de la Soupe"! Throughout the Bouches-du-Rhône, chefs will be stirring up and revisiting traditional recipes in the street in XXL tureens, to ensure everyone gets a taste. Partnered by the Food Bank and National Market, this fabulous events flies the flag of solidarity and the fight against food waste.



TOWN FESTIVALS

AIX-EN-PROVENCE

9TH ART COMICS AND GASTRONOMY FESTIVAL

July-September

The Festival will shine a fun and offbeat spotlight on the region's gastronomy. A fully-illustrated gourmet special edition will take a bite of the news and food and wine scene in Provence.

AUBAGNE

CULINARY MARQUEE

TOWN CENTRE

Saturday 21 – Sunday 22 September

The Friends of Escoffier are putting on demonstrations and tastings in connection with a farmers' market, with artistic entertainment in a marquee. Dinner accompanied by music.

AURIOL

SAINT-PIERRE PIEDS-PAQUETS FESTIVAL

VILLAGE SQUARE

Friday 26 July, 8:30pm

A large outdoor banquet in the middle of summer serves up the «Pieds-Paquets' Provençal speciality par excellence, that is stewed sheep's feet and «packages» of stuffed sheep's tripe. Local producers prepare the desserts. A show and night of dancing under the stars.

CASSIS

THE STARRY HARVEST

SQUARES AROUND THE TOWN

Friday 20-Sunday 22 September

On the programme of the 10th edition: opportunities to meet Michelin-starred and emerging chefs during free cooking shows and cooking classes... Farmers Market and Starry Night Harvest.

LA CIOTAT

CINEMA AND GASTRONOMY EVENINGS

EDEN THEATRE

26 April, 5 July-30 August

Cinema takes great pleasure in exploring the world of cooking and gastronomy. The oldest cinema in France is putting on three Cinema and Gastronomy evenings. A film and entertainment followed by dinner. Over to the cooking show!

CHÂTEAUNEUF-LE-ROUGE

MMM! GASTRONOMY IN PROVENCE FESTIVAL

VILLAGE SQUARE

Sunday 7 July

The festival makes gastronomic excellence available to everyone thanks to the renowned chefs taking part. Winemakers, brewers and producers each contribute their own vision of gastronomic culture. A moment untouched by time in the heart of a Provençal village.

CHÂTEAUNEUF-LES-MARTIGUES

PLEASURES OF THE MEDITERRANEAN

VILLAGE SQUARE

Saturday 29 June

Three cooking workshops will be held with chefs from the region. A gourmet meal with music draws out the delectable summer day.

CHÂTEAURENARD

THE TROPHÉE DES MARAICHERS BULL RACE

TOWN CENTRE AND AMPHITHEATRES

Friday 6-Sunday 8h September

A banquet prepared by maitre cuisinier cooks is organised for the famous Camargue bull race. A market of local products' market will also be organised.

GARDANNE

ART AND A WORLD FEAST

TOWN CENTRE

Friday 17-Saturday 18 May

Bringing people together for world solidarity. Artisanal shows, dance, music, street performances and cuisine. Every year around 70 artisans present their products, and almost 40 restaurants serve their specialities to more than 20,000 people.

MARIGNANE

THE MARRIAGE OF MIRABEAU

TOWN HALL

September

A theatre performance is put in in the elegant 17th century Château de Mirabeau, which is the town hall today. A dinner served in the château's courtyard will continue the festivities...

MARSEILLE

MARSEILLE OCTOPUS WORLDWIDE

MUCEM, LA RÉALE, THE DOCKS

Monday 16-Sunday 22 September

2nd Edition of the gastronomic & multidisciplinary festival. The octopus is looked at in both its sprawling and culinary dimensions, in artistic, cultural and social forms.

MIRAMAS

PISTOU SOUP WORLD CHAMPIONSHIPS

PLACE JOURDAN

Saturday 6 July

An event based around an unmissable Provençal speciality, each soup having its own version and a little something extra. Fifteen teams compete for the title each year in a festive atmosphere for a jury of local chefs.

PÉLISSANNE

OLIVE TREE AND OLIVE OIL FESTIVAL

TOWN CENTRE

Sunday 23 June

The Olive Tree Festival will be held at the Moulin Jean Bertrand mill. Olive oil tasting, culinary specialities, demonstrations, exhibitions, initiations, shows...

ROGNAC

LOCAL PRODUCERS' MARKET

MAIN SQUARE

From April to September

Nice weather weekends start with food markets on the main square, every Friday evening, with culinary events and picnics.

SAINT-ETIENNE-DU-GRÈS

THE BIG TABLE

CENTRAL SQUARE

Wednesday 8 May

The village is the scene of a large

picnic banquet with entertainment and meals being sold by chefs in the village. The large table will go from one end of town to the other, with events taking place here and there and local producer stands.

TARASCON

MEDIEVAL BANQUET

RUE DES HALLES

Saturday 22 June

As part of the Tarasque medieval festival, right in the historic centre, the cooks of Escoffier's disciples treat guests to a royal feast under the watchful eye of Roy René.

TRETS

GASTRONOMY FAIR

PLACE DU 14 JUILLET

Saturday 31 August

From lunch to dinner, in the shade of Berber tents on the Town Hall square, put your menu together from the propositions of the fair's restaurateurs and pastry chefs.

The gastronomy will be celebrated all around Provence, from small villages to big cities. The programme is available on the official website www.mpg2019.com



A QUESTION OF PRINCIPLES

The story of MPG2019 is one of conviction and five founding principles, drawn up to form a road map and mobilize the area's crosswise resources.

Offer a firework display of events

MPG2019 aims to open up new culinary horizons for local inhabitants and visitors alike. On the menu: over 1,000 gourmet events in the local towns, villages and even in fields and exhibition centres. A plethora of festive moments designed to bring people together and encourage new encounters, value-sharing and Provençal know-how sharing. MPG2019 is an invitation to explore... So let's taste, sample and savour!

Encourage participation – the event's DNA

MPG2019 is designed as a popular event with a programme encouraging a «Proud to be Provençal» spirit and inviting visitors from outside Provence to join in. The meetings are participative and give centre stage to new encounters, friendliness and sharing.

Unite people around shared values

The event couldn't be a success without the enthusiastic participation of its various players. To ensure MPG2019 wins popular acclaim, we have developed and reinforced our ties with restaurateurs, producers, cultural stakeholders and professionals from every sector, so that their enthusiasm for Provence's legendary lifestyle spreads to the general public.

Ensure MPG2019 is open to all

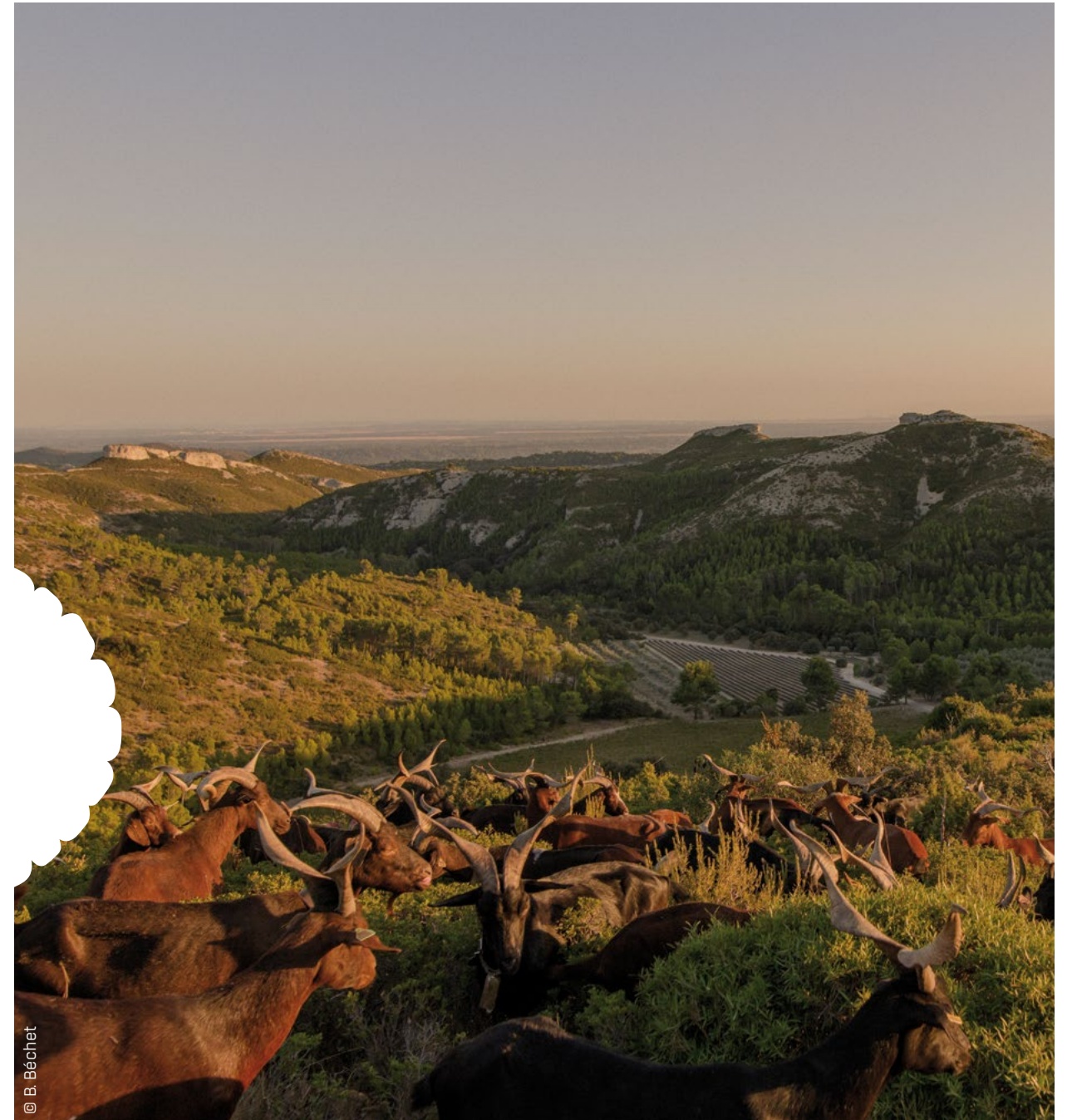
There is nothing elitist about the event! Provençal gastronomy belongs to everyone, from master chefs to home cooks. The urban and country festivities are designed to encompass people from all walks of life: specialists, local inhabitants and visitors from all cultures and origins.

All hands on deck.

Nearly 30 directorates in the Département have been asked to take part in the event and put gastronomy on the menu of their initiatives. The Culture Directorate is at the heart of a pool of nearly 600 associations and cultural partners and is one that has initiated several projects. Gastronomy will give a delectable tone to events like the Lyric Art Festival of Aix-en-Provence and the Chants de Noël (Christmas Carols). The Youth & Sport Directorate is focussing on raising middle-school students' awareness through a number of initiatives, including the Tourism Job Days with a focus on catering trades, a vegetable garden version of the Collèges Fleuris (Middle Schools in Flower) or a "middle-school student" gourmet pass. As for the International Affairs Directorate, it will be hard at work for Good France.

Explore the fields of the future

Gastronomy is an ever-changing sector. That is why MPG2019 will be focusing on traditional culinary know-how and innovation alike, while exploring the future of Mediterranean farming and what it will look like in the plate.



PROVENCE, A HUB OF GASTRONOMY

Provence is characterized by its abundant, excellent-quality local production and world-acclaimed Mediterranean diet. Our gastronomy springs from a wide variety of produce and soils and the creative know-how of our men and women. MPG2019 is also an inventory of this legacy, unveiling our rich history and agricultural and cultural heritage and emphasizing the importance of preserving them to ensure the area continues to evolve harmoniously.

A nourishing land

From the foothills of the Alpilles to the Sainte-Baume hills and Sainte-Victoire mountain, Provence alternates vast, wild plains such as those of La Crau and wetlands such as Camargue and Etang de Berre. On the coast, the magnificent «Calanques» fjords rub shoulders with urban areas, whose outskirts continue to uphold local production. Each of these micro-territories has its own speciality. Our landscapes have carved our gastronomy and wines and painted the thousand and one flavours that characterize this generous and gourmet destination.

The Mediterranean diet of yesterday and today

This beautiful area has always cared for its natural and architectural treasures, but what makes Provence stand out in particular is the way it has adopted other cultures to carve its image and history. A cosmopolitan land, Provence is enriched with many foreign influences: Arab, Armenian, Italian, Greek, Comorian and African to name but a few. In parallel, Provençal cuisine of yesterday and today has travelled throughout the globe. Bouillabaisse, Aioli or Navette biscuits... Its recipes have been handed down and enriched over the years. By opening up to the world, Provence's legendary lifestyle has sparked the imaginations of all. Cooking has pushed open the doors of opportunity. Appreciated for its inimitable flavours, the Mediterranean diet is also acclaimed for its healthy properties, at a time when eating well has become a priority focus.



Gastronomy that symbolizes our «art of living together»

Placing Provence on equal terms with such hubs of gastronomy as Bordeaux, Toulouse and Lyon implies a special and differentiating project. Provence boasts magnificent scenery, many culinary specialities and unique gastronomic know-how based on simple cuisine made with local produce. Provence and Marseille particularly stand out for their friendliness and hospitality and time-honoured eating customs focusing on traditional values and togetherness.

Provence is also a lifestyle... Time moves slowly here and with a smile – every moment is a moment to relish. Gastronomy is synonymous with sharing. Here, the table is much more than a place where you sit down to eat: it embodies the codes and customs of social mixing, abundance and seasonality. Cooking is all about exchanging, sharing and being together.



MYTHICAL PRODUCE

Aix-en-Provence Calissons (almond and melon candies)	Rognes Truffles	Provence Anchoïade
Allauch Chiques & suce-miel (chewy sweets & honey lollipops)	Saint-Rémy-de-Provence Candied fruit	Aïoli
Martigues Poutargue (dried mullet roe)	Camargue Salt Rice Cockles Gardianne de taureau (bull beef stew)	Soupe au pistou
Marseille Panisses (chickpea pancakes) Le pastis Pieds paquets (tripe & trotters) Bouillabaisse	La Côte bleue Mouclades, Oursinades, Sardinades (seafood banquets)	Ratatouille
L'Estaque Panisses Chichi frégi (long doughnut)	La vallée des Baux Olive and olive oil	Petits farcis (stuffed vegetables)
Le Rove Brousse (cheese)	La Crau Lamb / Hay	Pompe à huile (olive oil bread)
		Alouettes sans têtes (stuffed escalopes)
		Half-and-half pizza
		Herbes de Provence
		Tapenade
		Fougasse (flat bread)

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GUINNESS BOOK



@ B. Béchet

1ST

A RECORD-BREAKING AREA

Leading producer of:

- tomatoes with 137,358 metric tons/year
- lettuce with over 70,000 metric tons/year
- courgettes with 25,753 metric tons/year
- peaches with 26,649 metric tons/year
- nectarines with 29,972 metric tons/year
- pears with 33,451 metric tons/year
- olives with 9,474 metric ton /year
- rice with 80,000 metric tons/year (98% of French production)
- olive oil
- AOC Côtes de Provence is France's leading rosé wine

A GENEROUS LAND & SEA

- 37,000 acres of farmland
- 27,000 acres of vineyards
- 35,000 acres of orchards
- 35,000 acres of rice fields, including 10% organic
- 594,600 hectolitres of wine produced in 2017, including 336,300 hectolitres of red wine and 247,200 hectolitres of rosé wine
- 10,000 acres of olive groves
- 226,000 ovines, 18,000 bovines and 14,200 beehives

GASTRONOMIC APPELLATIONS IN PROVENCE

- Foin de Crau (AOP – AOC)
- Huile d'Olive de Haute-Provence (AOC – AOP)
- Huile d'Olive de la Vallée des Baux-de-Provence (AOC – AOP)
- Huile d'Olive de Provence (AOC)
- Huile d'Olive d'Aix en Provence (AOP – AOC)
- Miel de Provence (IGP and Red Label)
- Olives Cassées de la Vallée des Baux-de-Provence (AOC - AOP)
- Olives Noires de la Vallée des Baux-de-Provence (AOC - AOP)
- Riz de Camargue (IGP)
- Taureau de Camargue (AOC- AOP)
- Brousse du Rove (AOC)

AN APPETITE FOR ORGANIC

- 7 organic farm markets
- 671 organic farms in the Bouches-du-Rhône in 2017 (7.7% increase versus 2015-2016)
- 66,700 acres certified organic in 2017 (6% increase versus 2015-2016)
- 22.8% of Utilised Agricultural Land in the Bouches-du-Rhône is organic.

A HUB OF CHEFS

- 1,985 restaurants including 67 "maître restaurateur" establishments and 192 gastronomic establishments.
- 18 Michelin star-rated restaurants in 2018

VARIED FOOD MARKETS

- 65 fruit & vegetable markets
- 19 fish markets
- 38 farm markets

A KEY ECONOMIC SECTOR

- Agriculture represents €450 M gross production, including 70 % fruit & vegetables
- 8,745 farmers and 18,000 farm employees
- 32,000 café and restaurant employees

A FLOURISHING INDUSTRY

- 584 companies working in the food industry, including such success stories as Ricard in Marseille and Les Crudettes in Cabannes.

PREPARING YOUR MPG2019 TRIP

© A. Blondiaux

HOW TO GET TO BOUCHES- DU-RHÔNE

MAIN DIRECT FLIGHTS TO MARSEILLE-PROVENCE AIRPORT

Annual fights

• **PARIS-MARSEILLE**
Paris Charles de Gaulle
7 flights/day
Paris Orly flights/day
🕒 → 1h15

• **LONDRES-MARSEILLE**
Gatwick 1 flight/day
Heathrow flights/day
Stansted flights/day
Luton flights/week
🕒 → 2h

• **DÜSSELDORF-MARSEILLE**
4 flights/week 🕒 → 1h50

• **BERLIN-MARSEILLE**
3 flights/week 🕒 → 2h

• **FRANCFORT-MARSEILLE**
3 flights/day 🕒 → 1h35

• **MUNICH-MARSEILLE**
4 flights/day 🕒 → 1h35

• **AMSTERDAM-MARSEILLE**
3 flights/day 🕒 → 1h55

• **BRUXELLES-MARSEILLE**
Bruxelles flights/day
Charleroi flights/day
🕒 → 1h50

• **BARCELONE-MARSEILLE**
1 flights/day 🕒 → 1h

• **MADRID-MARSEILLE**
3 flights/day 🕒 → 1h50

• **ROME-MARSEILLE**
2 flights/day 🕒 → 1h50

• **MILAN-MARSEILLE**
Malpensa 2 flights/day
🕒 → 1h10

• **LISBONNE-MARSEILLE**
2 flights/day 🕒 → 2h15

• **PRAGUE-MARSEILLE**
2 flights/week 🕒 → 2h

• **ISTANBUL-MARSEILLE**
Atatürk 2 flights/day
Sabiha Gökçen 1 flight/day
🕒 → 3h

• **TEL AVIV-MARSEILLE**
4 flights/week 🕒 → 4h

Vols réguliers saisonniers

• **EDIMBOURG-MARSEILLE**
2 flights/week 🕒 → 2h30

• **MONTRÉAL-MARSEILLE**
3 flights/week 🕒 → 8h35

• **VIENNE-MARSEILLE**
2 flights/week 🕒 → 1h55

MAIN RAILWAY HIGH-SPEED LINKS TO MARSEILLE

• **PARIS-MARSEILLE**
17 TGV/day 🕒 🚉 3h20

• **NICE-MARSEILLE**
6 TGV/day 🕒 🚉 2h30

• **AVIGNON-MARSEILLE**
17 TGV/day 🕒 🚉 0h30

• **TOULON-MARSEILLE**
Jusqu'à 7 TGV/day 🕒 🚉 0h40

• **LONDRES-MARSEILLE**
5 trains/week 🕒 🚉 6h27

• **BÂLE-MARSEILLE**
1 train/day 🕒 🚉 5h15

• **GENÈVE-MARSEILLE**
1 train/day 🕒 🚉 3h30

• **BRUXELLES-MARSEILLE**
4 trains/day 🕒 🚉 5h30

• **FRANCFORT-MARSEILLE**
1 train/day 🕒 🚉 7h45

• **BARCELONE-MARSEILLE**
1 train/day 🕒 🚉 4h17

• **MADRID-MARSEILLE**
1 train/day 🕒 🚉 7h



YOUR TURNKEY STAY IN PROVENCE

A selection of must-do packages for savouring MPG2019 and enjoying the fabulous flavours of Provence.

THE NEW ARCHITECTURAL FACE OF MARSEILLE

Marseille, Aix-en-Provence, Arles - 4 days / 3 nights

A delightful and colourful break combining architecture, gastronomy and culinary discoveries, with wine and local produce tasting, an urban vegetable garden, top tables and promising young chefs...

We love:

- The combination of gastronomy and architecture
- Discovering the new face of Marseille

A FULL IMMERSION IN WILD CAMARGUE

Camargue, Saintes-Maries-de-la-Mer or Arles - 2 days / 1 night

A relaxing and invigorating country break for two, filled with Camargue gastronomy and traditions.

We love:

- The full immersion in nature and proximity to the local wildlife
- The Gypsy evening!

A TASTE OF THE MEDITERRANEAN ON A MAXI CATAMARAN

Marseille, Aix-en-Provence, Les Baux de Provence, Sausset-les-Pins - 2 days / 2 nights

Climb aboard your beautiful private maxi catamaran to savour a shellfish platter before enjoying a night moored at sea. The next day, you will head off for a Wine & Olive Oil day in the picturesque village of Les Baux-de-Provence, where you will tour 2 vineyards and an olive mill.

We love:

- The unique experience of staying on a maxi catamaran.
- The photo story sent at the end of the stay.

For additional touring ideas, check out the official MPG2019 website at www.mpg2019.com

OUR TIPS & TRICKS FOR MAKING THE MOST OF MPG2019

ROMANCE KIT

- Mint sweets to eat after a garlicky Aioli
- A picnic hamper for an improvised country lunch, followed by a great Provencal tradition: the siesta!
- Lemongrass spray to stop the mosquitoes disturbing your nap

FAMILY KIT

- The www.myprovence.fr website to keep up to speed with the latest events
- An all-terrain pushchair for making the most of the festivities
- A playlist with the latest hits by Soprano to convince your teenagers

FRIENDS KIT

- The www.myprovence.fr website to keep up to speed with the latest events
- An infusion of thyme freshly picked in the hills for difficult day afters
- A large bag you can pack with local specialities to take home

PARISIAN KIT

- The "Parler Marseillais" dictionary (Jeanne Laffite Ed.)
- Sunscreen so you don't burn
- Forget Mölkky at aperitif time – this is the land of pétanque!

SPORTS FAN KIT

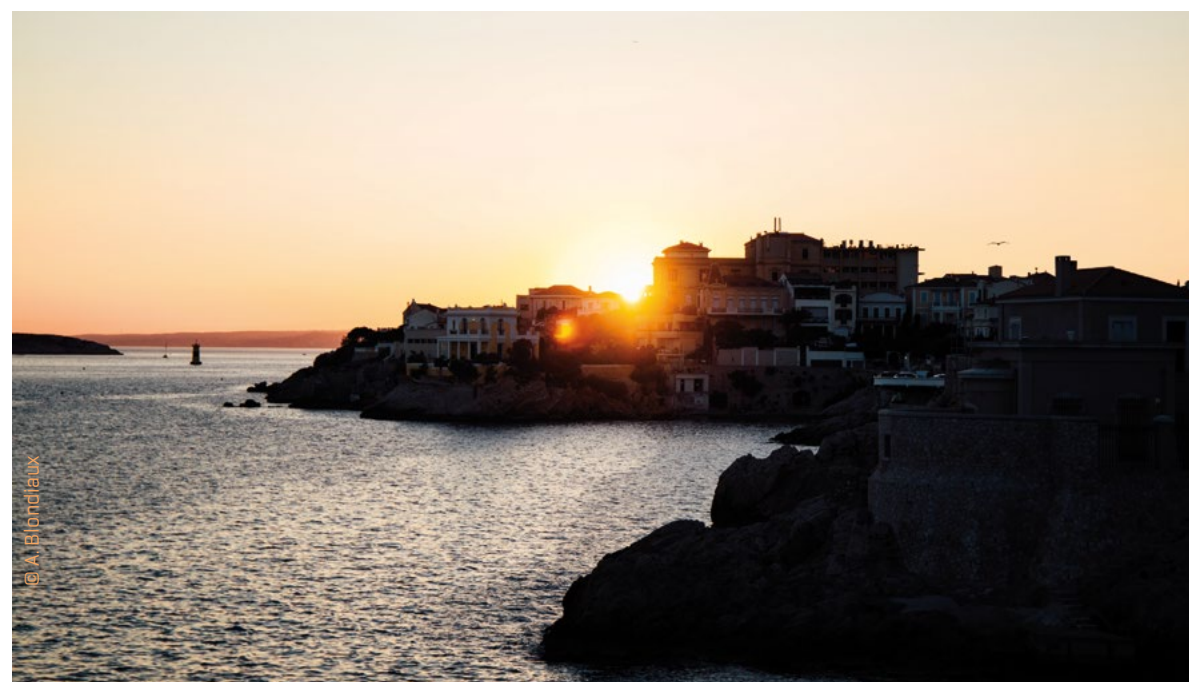
- The "My Provence Envie de Balade" website
- Genuine "Savon de Marseille" soap made with olive oil to ease stiff muscles
- An efficient alarm because with 3 meals a day lasting an average of 3 hours each (without counting the siesta), you'll have to get up very early if you want to cram in some sport!

GOURMET KIT

- A doctor's certificate declaring you apt for gourmet marathons
- Detox herbal teas by Père Blaize for the digestion
- Head to L'Estaque for a feast of chichis and panisses
- Order a half-and-half pizza

SOLO KIT

- You won't be on your own for long!



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ABOUT PROVENCE TOURISME

Provence Tourisme is in charge of developing and promoting tourism in the Bouches-du-Rhône, while respecting the area's unique environment and the quality of life of its inhabitants. The Bouches-du-Rhône Area Council elected Provence Tourisme to steer MPG2019 thanks to its long-standing expertise in the gastronomy sector, and because this is a vital time to position ourselves as a major international destination and «shout out loud» – but with forethought. Today, one-third of tourists visiting France come here first and foremost for our food and wine. Provence's thriving and deeply-anchored fruit and vegetable growing traditions, unique culinary identity and large, well-structured food sector mean we have everything it takes to become a major gastronomic destination.

With nearly 41 million overnight stays, 8 million tourists and 50,000 direct and indirect jobs in tourism, the Bouches-du-Rhône area has been a key French destination for many years. Nevertheless, today's ultra-competitive context requires the implementation of very high-performance actions and tools in order to help us seduce and conquer.

For many years now, the quality of our local land and sea produce has made gastronomy a key sector in Provence. Gastronomy and wine tourism have both benefited from numerous awareness and communication campaigns led by Provence Tourisme. Following on from the «Tables 13» and Wine Tourism Cluster initiatives also fronted by Provence Tourisme, Marseille Provence Gastronomy Year 2019 heralds the launch of a genuine Gastronomy Project for our destination.

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MPG2019 AND PARTNERS

INSTITUTIONAL PARTNERS



OFFICIAL PARTNERS



MEDIA PARTNERS



NETWORK PARTNERS



PRIVATE PARTNERS



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CEPASCO SPIGOL

Provence Tourisme

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13006 Marseille

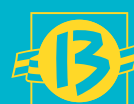
+33 (0)4 91 13 84 13

www.myprovence.fr



**A GASTRONOMIC
YEAR IN PROVENCE**

**PROVENCE
TOURISME**



DÉPARTEMENT
**BOUCHES
DU RHÔNE**

