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### **TASTE OF FRANCE ANNOUNCES MAJOR EVENT FOR FALL 2013**

French Cultural Festival Brings Crème de la Crème of French Culture and Industry to New York

**NEW YORK, July 23, 2013** –New York–based nonprofit organization Taste of France has announced the largest showcase ever organized to promote France outside of France. The event will be held at Bryant Park on Sept. 28 and 29. Organized by the New York French community in partnership with prominent French organizations, Taste of France offers New Yorkers and visitors a unique opportunity to experience the best France has to offer in an entirely new way. More than 100,000 visitors are expected to attend.

“Taste of France will highlight the excellence of French industry, tourism, cuisine and culture, and introduce the American public to some of our finest exports,” said François Delattre, French ambassador to the United States. Laurent Fabius, French Minister of Foreign Affairs and the event’s high patron, will officially inaugurate the evening of Sept. 27, the night before the event begins.

Following a successful inaugural event in 2012 on a smaller scale, this year’s Taste of France will feature exhibits and attractions from core areas of France, including lifestyle, technology, fashion, beauty, cuisine, wine and spirits, tourism, culture, children and fun.

Attendees will have the opportunity to see and touch the engines of Boeing and Airbus planes manufactured by the Safran Group, observe the distilling of French lavender and the creation of a Taste of France perfume, relax and enjoy the projection of an interactive 3D film about the construction of Paris presented by Dassault Systemes, sample exquisite dishes from 50 master chefs of the Maîtres Cuisiniers de France, take French lessons and ballet classes, attend wine seminars, listen to live music and more. Air France is the event’s lead sponsor, with additional sponsors including Safran Group, Action Against Hunger, JCDecaux, L’Oréal, Newmat, Cuisine Solutions, Pernod Ricard, MasterCard, Lactalis (President cheeses), BNPParibas, Dassault Falcon Jet, Schneider Electric, Eurocopter, several French regions and cities such as Burgundy and Lyon, and many more.

“This community-minded event will allow New Yorkers to discover many new facets of France, unknown to them, while simply walking around beautiful Bryant Park. They will be introduced to exciting and innovative elements of French industry and culture they may never have experienced, as well as other aspects of France they know and love,” said Paul Bensabat, chairman, board of directors, Taste of France, and president, the Foreign Trade Advisors of France, North American committee.

“With a diverse roster of sponsors and participants, attendees will find much to enjoy at the event, and our hope is that they will leave with a deeper understanding of what France represents in today’s world,” added Enrique Gonzalez, the executive director.

#### **About Taste of France**

The mission of Taste of France is to offer New Yorkers the ability to experience France in a brand new way, through events and programs that explore the diversity of the French world: its Cuisine, Lifestyle, Tourism, Fashion,

Culture, Technology and Innovation. Taste of France is a not-for-profit organization incorporated in the State of New York.

For more information, please visit:

[www.tasteoffrance.com/](http://www.tasteoffrance.com/)

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