

DÉLICE NETWORK MEETING

*Terroir as
part of the
Urban Food
Strategy*



**LAUSANNE,
SWITZERLAND**
MAY 17TH–19TH 2017

DÉLICE
Forum des villes gourmandes de France
Forum of great food cities of Europe

Lausanne

Lausanne
TOURISME

hotels
BY F&B BIND
.swiss



WEDNESDAY

MAY 17

10:00 – 12:00

(Meet at the lobby : 09:45)

OPTIONAL GUIDED VISIT TO THE LOCAL FOOD MARKET

Each Wednesday, the pedestrian city center welcomes various producers, caterers and craftsmen. This tour will give you a chance to see the diversity of the local terroir, taste the best of Lausanne gastronomy and meet with the producers

12:00 – 14:00

OPTIONAL LUNCH AT "LE POINTU" (NON EC MEMBERS)

This new restaurant is all about homemade food. A young and passionate team revisits the classical dishes in this trendy and casual venue with a great view on the cathedral (own expense) / le-pointu.ch

Venue: Rue Neuve 2, 1003 Lausanne

12:00 – 17:00

(Meet at the lobby : 11:40)

EXECUTIVE COMMITTEE LUNCH & MEETING

Venue: Salle Vuillermet, City Hall, Place de la Palud 3

14:00 – 16:00

OPTIONAL TOUR TO THE ROVERÉAZ FARM (NON EC MEMBERS)

Right by Lausanne city center, this agro-ecology farm acts to put agriculture back to its natural place: among people. Discover their activities and philosophy

Transfer by bus from Le Pointu Restaurant

rovereaz.ch

19:30 – 22:00

(Meet at the lobby : 19:15)

WELCOME DINNER AT LA BRASSERIE DE MONTBENON

In this unique venue, with the nicest terrace of Lausanne, the food served celebrates the numerous culinary highlights of the Canton de Vaud, and flows with the seasons

Dress code : casual

brasserie-demontbenon.ch



Local food market in Lausanne – © LT / Laurent Kaczor



Farm Rovéréaz – © Ferme Rovéréaz



The Brasserie de Montbenon – © LT / Laurent Kaczor

THURSDAY MORNING MAY 18

08:15 – 08:45

(Meet at the lobby : 07:55)

TRAIN TRANSFER TO ALIMENTARIUM, IN VEVEY

09:00 – 10:00

PRESENTING THE GASTRONOMIC STRATEGY OF LAUSANNE

When it comes to food related projects, the city of Lausanne has a lot on its plate! From the production and sales of the finest products, to the great innovative events of *Lausanne à Table*, the strategy all comes around a common theme: Terroir

THOUGHTS ABOUT AN URBAN AGRICULTURE POLICY FOR THE CITY OF LAUSANNE

–David Bourdin, Head of division « Nature, agriculture and vineyards »

Urban agriculture is taking place in Lausanne in many forms. Food is produced by gardeners on balconies, in family gardens, on very small and larger plots and the demand and creativity for such activities is increasing. Farmers are the main food producers both on lausanne's territory and in the neighbouring peri urban and rural areas. Lausanne is also owner of 750 ha and 7 farms. The aim of the urban agriculture policy is to link consumers and producers, farmers and citizens, the city and the neighbouring areas in order to contribute to the quality of life of the inhabitants

LAUSANNE À TABLE: CREATING A LOCAL NETWORK TO PROMOTE TERROIR THROUGH INNOVATIVE EVENTS

–Elise Rabaey, General Secretary of Lausanne à Table

Lausanne à Table is more than just a popular food festival. This association, composed by 130 members, organises over 80 events every year between March and October. The terroir and its artisans are promoted through innovative events.

10:00 – 10:15

COFFEE BREAK



The Alimentarium, Vevey – © Alimentarium



Lausanne à Table – © Elise Heuberger

10:15 – 11:00

GUIDED TOUR OF THE ALIMENTARIUM

During this tour of the visitors center, Terroir will be again the central element. We will discover how Alimentarium preserves its culinary heritage and terroir by facilitating transmission to children

–Nicolas Godinot, Head of Content,
Curator of Natural Sciences

11:00 – 13:00

CULINARY WORKSHOP & LUNCH BY PHILIPPE LIGRON

Time to cook! Chef Philippe Ligrón offers a unique cooking class to discover, cook and taste the best products of the region

THURSDAY AFTERNOON & EVENING

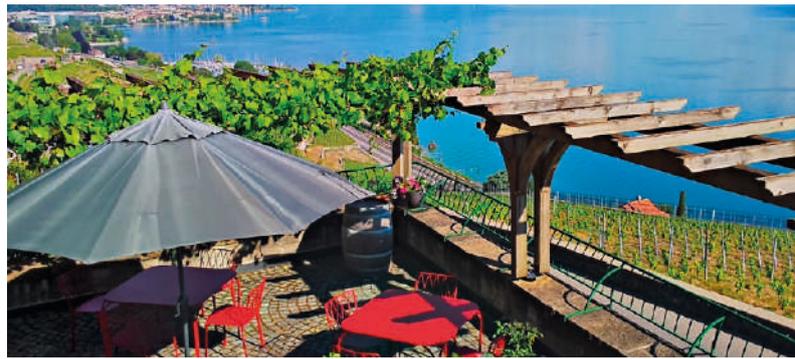
MAY 18

13:00 – 13:30

BUS TRANSFER TO DOMAINE DU BURIGNON

This wine estate, located in Lavaux, belongs to the city of Lausanne and is a UNESCO heritage. With its terraced vineyard and its stunning view on the Lemanee, this venue is not to be missed!

burignon.ch



Le Burignon - © Lausanne Tourisme / Burignon

13:30–14:50

DÉLICE INTERNAL MEETING

Updates on the ongoing projects and open discussion among members

14:50–17:00

BEST PRACTICE SESSION

Presenting the great food related projects and initiatives of Aarhus, Stavanger, Brussels & Lisbon.

Full agenda of the afternoon session enclosed to the program



Wines of Lausanne - © Vins de Lausanne

17:00–18:00

"APÉRO" AND PRESENTATION OF LAUSANNE'S WINE STRATEGY

The "Apero" is a local tradition for all people in Lausanne. We will honor it by tasting local wines, along with some local products tasting. The city of Lausanne will present its inhouse wine strategy. Tania Gfeller, in charge of the vineyards of Lausanne, will tell you how the wines of Lausanne face the challenges of today and prepare for tomorrow. A wine tasting will close the presentation.

18:00–18:30

BUS TRANSFER TO THE HOTEL

20:00–22:00

(Meet at the lobby : 19:20)

OFFICIAL DINNER AT ABBAYE DE MONTHERON

For our official dinner, we will be heading to the woods in a unique venue. The very talented chef Rafael Rodriguez will reinvent terroir with an innovative and exquisite menu. The restaurant is rated 14 points by Gault&Millau
Meet at the lobby : 19:20
Dress code : business casual

montheron.ch

FRIDAY MORNING MAY 19

08:30 – 11:30

(Meet at the lobby : 08:15)

PLENARY SESSION : TERROIR AS PART OF THE URBAN FOOD STRATEGY

"Terroir", a French word with no English equivalent. While "local" is the great trend nowadays, how can the terroir fit in ? How to define it ? How to preserve it ? How to bring it in our city kitchens? Our panel of experts will give us their vision and help our cities place terroir at the top of the scene.

Venue: Conseil Communal Room, City Hall, Place de la Palud 3

RETHINKING "TERROIR" TODAY: USING NEW PARADIGMS BEYOND WINE, RURALITY AND OUTSIDE EUROPE

–**Alessandra Roversi** is a half Swiss, half Italian. After working in international cooperation at the UN, she has decided to focus on food on both a local and international perspective. She has a master in "Food Culture & Communication" and has been spending the past years working on food matters for SlowFood, Switzerland Tourism, the City of Geneva or the Canton of Valais department of tourism and agriculture. She also takes time to go food scouting around Switzerland to find gems for some restaurants and shops, and discussing «gastrodiplomacy» issues with think tanks and in conferences.

MARKETING YOUR TERROIR: IS IT ALWAYS A WINNING STRATEGY? WINNING STRATEGY?

–**Nathalie Spielmann** is a Canadian based in Reims. She is an associate professor of marketing at NEOMA Business School and an expert on the consumer perspective of terroir. Dr. Spielmann has published extensively in the domain of food and wine marketing as well as on consumer perceptions of authenticity. She is particularly interested in consumer behavior toward products with origin cues. Her recent research has focused on the value of territorial branding and how places anchor products and people and should guide marketing strategy.

BRINGING TERROIR IN OUR CITIES: THE CHEF PERSPECTIVE

–**Gezim Musliaka** is an Albanian Chef, Founder of the Slow Food Chef Alliance in Albania. Gezim, as all the chefs involved in the Slow Food project, believes that Chefs have role to play in preserving terroir and biodiversity. In the kitchen of his restaurant Gourmet Markezi, Chef Gezim engages to work with local producers, promoting the history of each product and giving them economic viability.



Lausanne à Table – © Elise Heuberger

11:30–12:15

UPDATE ON DÉLICE PARTNER: PRESENTING THE GLOBAL SIRHA NETWORK

Marie-Odile Fondeur, Division Manager, GL Exhibitions

2017 was an unforgettable edition of SIRHA in Lyon, celebrating the 30 years of the Bocuse d'Or. But SIRHA is much more than an event in Lyon. It has developed a global network, organizing great food Events and chef competitions around the world.

FRIDAY AFTERNOON & EVENING

MAY 19

12:30 - 14:00

URBAN PICNIC

For lunch, terroir will be the star! In Helvetica, a unique concept store presenting swiss terroir, we will be tasting wine from Beaujolais terroir while meeting with entrepreneurs who have decided to place terroir at the center of the business project: Urban Kombucha & Don Recroze. Venue: Helvetimart, Concept Store, Rue du Petit Chêne 3

14:00-14:30

BUS TRANSFER TO LAUSANNE HOSPITALITY MANAGEMENT SCHOOL

14:30 - 17:00

FIELD VISIT AT THE ECOLE HÔTELIÈRE DE LAUSANNE (EHL - HOSPITALITY MANAGEMENT SCHOOL)

As a worldwide leader in the hospitality education, the EHL needs to stay ahead of the trends. For Délice members, they will present their research center, dedicated to the study of the F&B sector. The visit will end with a glass in the wine cellar of the EHL. Presentation made by Olivier Roux, Chief Marketing & Communications Officer. Presentation of the Saviva F&B Chair and Metro Innovation Chair by Christine Demen-Meier

ehl.edu



Don Recroze - © Don Recroze

19:30 - 21:30

(Meet at the lobby: 19:15)

DINNER AT LA PINTE BESSON

Opened in 1780, this cafe is the oldest of Lausanne and among the 10 oldest of Europe. The restaurant serves traditional cuisine and a very friendly atmosphere.

Dress code : Casual

pinte-besson.com

WEDNESDAY

THURSDAY

FRIDAY

SATURDAY

SATURDAY MAY 20

10:00 – 12:00

OPTIONAL TOUR: A CRUISE ON LAC LEMAN

For the delegates looking to enjoy a week-end in Lausanne, this activity is not to be missed (own expense)

12:30 – 14:30

OPTIONAL LUNCH

Venue to be confirmed (own expense)



Cruising on Lac Lemman – © LT / Régis Colombo



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DÉLICE

Lausanne

Lausanne
TOURISME

hotels
BY FASSBIND
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We are looking forward to your visit !

ACCOMODATION

Alpha Palmiers by Fassbind ****
Petit-Chêne 34
1003 Lausanne
+41 21 55 55 999

reservations@byf.ch

byfassbind.com/hotel/alpha-palmiers

Accommodation special Rate :
150 CHF (140€)/ night

(single room/ breakfast included)

Contact person : Joëlle Favre

Booking code : Réseau Délice

Credit Card needed for booking / Payment on arrival

Free cancellation 20 days prior arrival

HOW TO GET TO LAUSANNE

Lausanne City Center is connected to Geneva Airport with a 45min train. Check the timetable and handle booking on cff.ch

CONTACTS

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