



NOV 17<sup>TH</sup> - 19<sup>TH</sup> 2016

# DÉLICE GENERAL MEETING

**Bordeaux, France**

“The impact of food and beverage venues on city marketing and economic or touristic growth”

ELECTION OF  
DÉLICE NEW  
EXECUTIVE  
COMMITTEE

DISCOVER « LA CITE  
DU VIN », THE NEW  
VENUE IN  
BORDEAUX

PARTICIPATE TO  
BORDEAUX  
« S.O GOOD »  
FESTIVAL

SHARE BEST  
PRACTICE AND GAIN  
KNOWLEDGE ON  
“FOOD VENUES”

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# Welcome to Bordeaux!

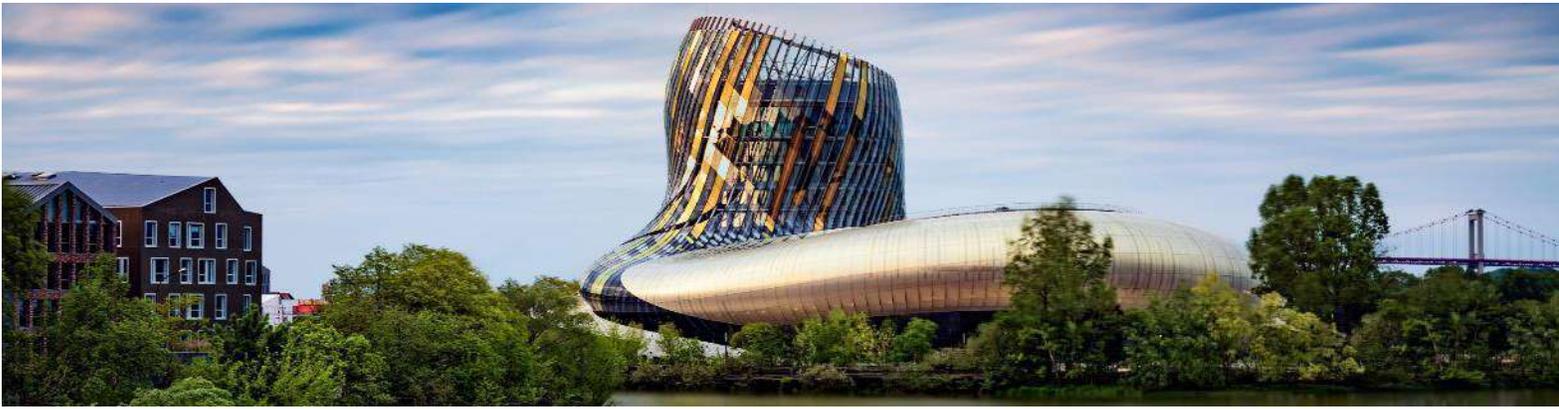
The city of Bordeaux has been considered a world wine capital for decades but has more recently started building a strong reputation of a great food city, in France and around the world.

Southwest France has a great variety of unique and exquisite products. We host great chefs and many growing talents, creating a varied and innovative gastronomic offer. With the recent opening of *La Cité du Vin*, the wine tourism in Bordeaux is now at its best. Many organizations have put their skills and energy together for the past three years to create an event that enhances Bordeaux's uniqueness: Bordeaux S.O GOOD. Joining Délice Network has also been a step forward into becoming a great food & wine destination.

It is therefore a great honor for all 4 institutions involved to host the upcoming Annual General Meeting of Délice Network – Bordeaux Tourism & Conventions, Bordeaux Chamber of Commerce, Bordeaux Great Events & Bordeaux Wine Council

We will put all our efforts together to offer the same hospitality we received in the past Délice meetings. We expect great discussions, amazing discoveries, fabulous food & wine tasting and most of all a very pleasant and friendly spirit.

**Stephan Delaux**  
**President of Bordeaux Tourism & Conventions**



# THURSDAY NOVEMBER 17<sup>TH</sup>

09:30	12:00	<p><b>Optional Program: Gourmet Walking Tour</b> It involves a walking tour broken up by visits to merchants selling various kinds of delicacies. <i>Departure at 9:30 am – Hôtel Quality Sainte-Catherine</i> <i>Arrival at 12:00 pm – Bordeaux City Hall</i></p>
11h45		<p><b>Meet in the lobby</b> For participants not attending the walking tour</p>
12:00	13:00	<p><b>Welcome Cocktail</b> At Bordeaux City Hall (reception venue) <i>Place Pey Berland – Bordeaux</i></p>
13:00	13:20	<p><b>Transfer by coach to Darwin Ecosystem</b></p>
13:20	14:30	<p><b>Lunch</b> Darwin Ecosystem - "Magasin Général" restaurant <i>87 Quai des Queyries - Bordeaux</i></p>
14:30	15:15	<p><b>Excom Meeting (For EC members only)</b> Darwin Restaurant</p>
14:30	15:15	<p><b>Visit of Darwin Ecosystem (for non EC members)</b></p>
15:15	15:30	<p><b>Transfer by coach to Bordeaux Tourism &amp; Convention Bureau</b></p>
15:30	18:00	<p><b>Network Creative Activity:</b> What makes a successful urban Food Venue? Creative activity prepared and animated by <u>33 Entrepreneurs</u> <i>Venue: Bordeaux Tourism &amp; Convention Bureau</i> <i>42, allées d'Orléans – Bordeaux</i></p>
18 :50		<p><b>Meet in the lobby &amp; transfer to Chateau Pape-Clément</b></p>
19 :30	22 :00	<p><b>Welcome Reception</b> Visit of the vineyard &amp; dinner in <u>Chateau Pape-Clément</u>, Welcome Speech by Délice President Welcome speech by Stephan Delaux, Deputy Mayor of Bordeaux <i>Dress code: business casual</i> <i>Venue: 216, avenue du Dr Nancel Penard - Pessac</i></p>



# FRIDAY NOVEMBER 18<sup>TH</sup>

08:30		<b>Meet in the lobby and walk from the hotel to the Tourist Office</b>
08:45	10:45	<p><b>Introducing the food strategy &amp; gastronomic scene of Bordeaux</b></p> <ul style="list-style-type: none"> <li>- <b>From a wine city to an awarded destination: the new face of Bordeaux</b> Nicolas Martin, General Manager, Bordeaux Tourism &amp; Convention Bureau &amp; Christophe Château, Communication Manager, Bordeaux Wine Council</li> <li>- <b>The village of Bages</b> Tristane de la Presle, Director of Sales &amp; Marketing, Lynch Bages &amp; Cie</li> <li>- <b>Presenting the strategy of Bordeaux S.O GOOD Event #3, urban and gourmet food festival</b> Richard Coconnier, General Manager, Bordeaux Grands Evénements</li> </ul> <p><i>Venue: Bordeaux Tourism &amp; Convention Bureau</i></p>
10:45	11:00	<b>Coffee break</b>
11:00	01:00	<p><b>The impact of food and beverage venues on city marketing and economic or touristic growth</b></p> <ul style="list-style-type: none"> <li>- <b>Véronique Lemoine</b>, Scientific Advisor, La Cité du Vin</li> <li>- <b>Albena S. Jensen</b>, Director, VisitCarlsberg</li> <li>- <b>Franck Vidal</b>, General Manager, La Cité du Chocolat Valrhona</li> <li>- <b>John Mulcahy</b>, Head of Hospitality, « The Taste of Dublin »</li> </ul> <p><i>Venue: Bordeaux Tourism &amp; Convention Bureau</i></p>
13:00	14 :00	<p><b>Lunch</b> At the Bordeaux Wine Council 's Wine Bar <i>3 cours du 30 Juillet</i></p>
14 :30	17 :00	<p><b>Délice Annual General Meeting</b></p> <ul style="list-style-type: none"> <li>- Presentation of the new Executive Committee</li> <li>- Summary of past year activities, updates &amp; projects</li> <li>- Presentation and validation of the financial statement</li> <li>- Presentation of 2017 host cities: Montreal / Izmir / Aarhus</li> <li>- Open discussion for Délice Members</li> </ul> <p><i>Venue: Bordeaux Tourism &amp; Convention Bureau</i></p>
17 :50		<b>Meet in the lobby &amp; transfer to Saint-Emilion</b>
19 :00	22 :00	<p><b>Evening at <u>Château La Dominique</u>, Saint-Emilion Grand Cru Classé</b> Visit of the estate and dinner in the restaurant <u>La Terrasse Rouge</u>. <i>Venue : La Dominique - Saint-Émilion</i> <i>Dress code : business casual</i></p>



# SATURDAY NOVEMBER 19<sup>TH</sup>

09:00		<b>Meet in the lobby and walk from the hotel to the Tourist Office</b>
09:15	10:30	<b>Working Committee Updates</b> <i>Venue: Bordeaux Tourism &amp; Convention Bureau</i>
10:30	10:45	<b>Coffee break</b>
10:45	12:45	<b>Best Practice Session</b> <ul style="list-style-type: none"> <li>- <b>Barcelona:</b> La « Fundacion ALICIA » (by Ignacio De Delas)</li> <li>- <b>Brussels:</b> "La Cité de la Bière" project (by Olivier Marette)</li> <li>- <b>Lausanne:</b> « Alimentarium » museum (by Philippe Lignon)</li> <li>- <b>Lyon:</b> "La Cite de la Gastronomie" project (by Jean-Michel Daclin &amp; Quentin Bardinnet)</li> </ul> <i>Venue: Bordeaux Tourism &amp; Convention Bureau</i>
12:45	13:00	<b>Transfer by tram to la Cité du Vin</b>
13:00	14:30	<b>Lunch</b> At Restaurant Latitude 20 – La Cité du Vin <i>Venue : 134-150 quai de Bacalan</i>
14 :45	16 :00	<b>Tour of La Cité du Vin.</b> Welcome speech by Olivier Kollek, Marketing Manager <u>La Cité du Vin</u> is a unique cultural facility where wine comes to life through an immersive, sensorial approach, all set within an evocative architectural design. The visit includes a tasting at the Belvedere on the 8 <sup>th</sup> floor!
16 :00		<b>Meet at the reception (near the shop) &amp; Transfer to H14 (by foot or tram)</b>
16 :15	18 :30	<b>Bordeaux S.O GOOD Festival</b> Welcome by Céline Miecaze, project manager Bordeaux S.O GOOD Then, enjoy a free range program in the Regional Producer's Market (H14 former warehouse) and in Bordeaux S.O GOOD Bazar (H14) Free time around the festival & the City
20 :00	20 :15	<b>Meet in the lobby and walk from hotel to the Opera House</b>
20 :15	23 :00	<b>Banquet "OPERA BOUFFE" at the Opera House –</b> Chefs: Michel Guérard, Daniel Gallagher, Grégoire Rousseau & Julien Cruège Organized within the Bordeaux SO'GOOD Festival. <i>Venue Grand Foyer - Opéra National de Bordeaux</i>
23.15	00 :00	<b>After dinner drink at la Cour Mably and a surprise photo call</b> <i>3 rue Mably, Bordeaux (walking distance from the Opera House – Meeting point at the Independent)</i>



# OPTIONAL PROGRAM SUNDAY NOVEMBER 20<sup>TH</sup>

9:30-12:30	<p><b>Chartrons Market &amp; Chartrons district</b>          Meet with your guide in the lobby and take the tram to the Chartrons neighbourhood which has been the centre of the wine trade for several centuries. The Quai des Chartrons market is a must on Sunday. You can hear the cheese monger bragging about the quality of his wares as well as smell roasting chicken and flambéed prawns. The Bordelais are all around, shopping baskets in hand, buying food for the coming week. You will then enjoy a wine tasting accompanied by French cheeses.          Complimentary guided tour          Wine &amp; Cheese tasting at own expense (10,00€)</p>
12:30-14:00	<p><b>Optional lunch in the Chartrons district</b>  <b>Le Pastel restaurant</b>          2 Quai des Chartrons</p>
Suggestions of afternoon activities	<p><b>Museums</b></p> <ul style="list-style-type: none"> <li>• <u>CAPC Museum of contemporary Art</u>: 7 rue Ferrère - 11:00 am – 06:00 pm</li> <li>• <u>Museum of Decorative Arts &amp; Design</u>: 39, rue Bouffard - 11:00 am – 06:00 pm</li> <li>• <u>Institut Culturel Bernard Magrez</u> : 16 rue de Tivoli – 01 :00 pm – 06:00 pm</li> </ul> <p><b>Exhibitions</b></p> <ul style="list-style-type: none"> <li>• <u>Base sous-marine (Gérard Rancinan, plastic artist)</u>: the Submarine base combines concrete, steel, water, and shadow to highlight history... and art.          Boulevard Alfred Daney –</li> </ul> <p><b>Monuments</b></p> <ul style="list-style-type: none"> <li>• <u>Tour Pey Berland</u> – Place Pey Berland: Saint-André cathedral bell tower. An amazing view over the city. 02:00 – 05:30 – 5,50€</li> </ul> <p><b>Wine tours</b></p> <ul style="list-style-type: none"> <li>• <b>Half-day guided coach tour to Saint-Emilion</b> (French and English) including a tour of the medieval village and a visit at a wine château – 01:30 pm to 06:30 pm – 38€</li> <li>• <b>Half-day guided minivan tour</b> to Saint-Emilion (French and English) including a tour at two wine estates – 02:00 pm- 07:00 pm – 85€</li> </ul> <p>Reservation: <a href="http://www.bordeaux-tourisme.com">www.bordeaux-tourisme.com</a> or at the Bordeaux Tourist Office –          12, cours du 30 juillet. +33(0)5 56 00 66 00</p>

# ACCOMODATION & TRANSPORTATION



## QUALITY HOTEL BORDEAUX CENTRE\*\*\*

27 rue du Parlement Saint Catherine

33 000 Bordeaux

+33 5 56 81 95 12

[quality.bordeaux@wanadoo.fr](mailto:quality.bordeaux@wanadoo.fr)

**B&B Rate:** 110€/ night (single room / tax included)

**Booking code:** Réseau Délice

Credit Card needed for booking / Payment at arrival /

Free cancellation 30 days prior arrival

## AIRPORT TRANSFER

From the Airport to the hotel, a few transfer options:

**Shuttle:** 7.20€ one way (30 minutes).

departure every hour from 7am to 9pm

**Bus:** Liane n°1 (50 minutes) 1.40€ one way

Both options will bring you to Bordeaux St Jean Train Station

**Taxi:** 20 minutes approximately 40€

