

# DÉLICE NETWORK

The City Network on  
Food & Gastronomy

## ACTIVITY REPORT



2018

DÉLICE

# Summary

---

P03 **EDITORIAL**

P04 **A PEEK INTO 2018**

P06 **DÉLICE NETWORK IN 2018**

P08 **THE DÉLICE NETWORK TEAM**

P09 **01. A GROWING NETWORK**

Shared values of member cities

New member cities

— Kobe, Japan

— Gaziantep, Turkey

— Tucson, USA

— Busan, South-Korea

P17 **02. DÉLICE NETWORK GATHERINGS**

Délice Network Meeting — February / Brussels, Belgium

Dining Experiences: it's all about the concept

Délice Network Meeting — May / Guangzhou, China

Local VS International Cuisine: a diverse food offer for diverse targets

Annual General Meeting — October / Gothenburg, Sweden

Ratings & rankings: Who has the Power?

P24 **03. PROJECTS & INITIATIVES**

Political Gathering in Brussels

Website & Social Media

City Collaborations

Partners of the network

P30 **WHAT'S COOKING FOR 2019 ?**

P31 **INFO & CONTACT**

---

# Editorial



2018 marked the beginning of a new decade of Délice Network and a new phase for the organization.

More than ever, cities around the world are convinced that Food & Gastronomy can make a true difference. More than ever, food has become a core aspect of city competitiveness and attractiveness, thanks to the growing food service generating jobs and economic development. In addition, cities now have to face the great challenges of food sourcing and sustainability.

These topics have become so strategic than more cities are looking to engage in Délice Network. With the approval of a new Strategic Plan, our organization has decided to open to the world. Four new cities joined the dynamic in 2018, strengthening the network in America & Asia. Moreover, Délice Network has developed more efficient and powerful communications tools and has invested in social media.

This opening is driving Délice Network toward becoming the most significant professional city network on Food & Gastronomy.

27 cities from 4 continents are now involved, sharing the same values but all different in the way they approach food in their urban development strategy.

While growing and opening to different cities around the world, our network will face the greatest challenge of all: to keep the identity, the brotherly and cooperative spirit that makes our organization unique.

Our differences and diversity become our strength. Together, we Learn, Share & Connect.

As the late chef Paul Bocuse used to say "To double happiness, you have to share it".

**Olivier Marette**  
President of Délice Network  
Gastronomy Expert, Visit.Brussels

---

# A PEEK INTO 2018

## FEBRUARY

### Délice Network Gathering in Brussels

16 member cities gather in Brussels around the topic “Dining Experiences: it’s all about the concept!” (page 18)

### Political Gathering in Brussels

9 elected officials of Délice Network member cities gather to share their own vision and strategy on food & gastronomy. (page 25)

## MAY

### Délice Network Gathering in Guangzhou

In the frame of the Bocuse d’Or continental selection, Guangzhou hosts a gathering around the topic “Local VS International Cuisine: a diverse offer for diverse targets”. (page 20)

## JUNE

### New Member: Kobe, Japan

This iconic Japanese city becomes the 24th member of the network and proud representative of the Japanese food culture. (page 13)

### Bocuse d’Or continental selection in Turin

Turin hosts the continental selection of the Bocuse d’Or in Europe.

## JULY

### New website

A new look & feel to the Délice Network website with the goal to open to new members and present the organization. (page 26)

### Délice Network part of the Puebla Summer Campaign

For the launch of Chile en Nogada season, Puebla organizes an exhibition in the city hall highlighting the food culture of the city and Délice Network.

## AUGUST

### New Member: Gaziantep, Turkey

Gaziantep is the second city representing the food scene of Turkey, and also a member of the UNESCO Creative Cities of Gastronomy. (page 14)

### World Food Summit

Food Organisation of Denmark in Aarhus gathers member city initiatives on sustainability to enrich the content of the session “Food Cities: Sustainable cities through gastronomy”.

## SEPTEMBER

### Terra Madre in Turin

Representatives from Stavanger & Aarhus answer to the invitation of Turin to present their models of sustainable food cities during the Terra Madre – Salone del Gusto.

### Lyon Street Food Festival

3 Délice cities participate to the third edition of the Lyon Street Food Festival. Hong Kong, Izmir & Montreal promote their food culture & destination during this 4-day event.

### New Member: Tucson, USA

Located in the Sonoran Desert of Arizona, Tucson has a rich food culture with a strong Mexican influence. They become the second American city and 26th member. (page 15)

## OCTOBER

### Annual General Meeting in Gothenburg

A participation record is set in Gothenburg where 22 member cities are represented for the AGM. The topic discussed is “Ratings & rankings: Who has the Power?” (page 22)

### Social media

The network starts to develop its online visibility and reputation on Instagram & LinkedIn. #delicenetwork

## NOVEMBER

### New Member: Busan, Korea

Délice Network strengthens its presence in Asia by welcoming the second largest city in Korea. Busan becomes the 27th member city.

### The Taste of a Great Food City: Kobe & Merida

Both cities add their contribution to the Délice Network collection of infographic posters presenting the Délice destinations. (page 31)

## DECEMBER

### Izmir Gastronomic Tourism Congress

For the 4th edition, Izmir has chosen Lisbon as a guest city. Official representatives, a chef and a barista come to present their food destination & tourism strategy to the Turkish tourism market.

# DÉLICE NETWORK IN 2018

## The origins of the network

When the City of Lyon decided to create Délice Network in 2007, gastronomy was already a very obvious asset for the city: a great trigger for attractiveness, employment and quality of life.

Over the years, the vision of the public and local authorities on all food related topics has changed. In Lyon and around the world, the food sector is evolving and bringing new business opportunities.

Very naturally, the topic made a strong appearance in the strategic plans of cities around the world. Many are reinforcing their inner and outer attractiveness with specific food policies and with various initiatives around food.

With the change in customer behavior, food & gastronomy have more than ever become inevitable for city development, city promotion & citizen well-being.

In 2018, a new strategic plan was approved by the members of Délice, setting stone for the development of the organization.

## Délice Network today:

### Mission

Délice Network is a tool for worldwide cities who consider food and gastronomy as a boost for urban economic development and city attractiveness, by learning, sharing and connecting.

### Vision

Délice Network aims to become the most significant professional network linking food and gastronomy to city development, promotion and the overall well-being of its citizens.

## The DNA of the Network

Food and Gastronomy are complex topics for city institutions. Each Délice member has a different approach on what they include and how they can act as public institutions.

This diversity brings the strength of the network, with cities working on different concepts, different projects and with a different approach. Within the network, members share and collaborate around the core topics:



**Food culture** as part of a City Identity



**Food scene** as a tool for global Recognition & Attractiveness



**Food sector** as a boost for Economic Development



**Food policies** to enhance Urban Livability



## The objectives

### The right cities

The network is looking to grow by adding new cities to the dynamic. While Asia & America are target areas, any city with added value to bring to the network is welcome to join the group.



### The right people

An efficient network is an active network. The right people involved in the network will bring the dynamic of the organization. Délice Network welcomes any local authority involved in the food projects to represent the city.



### Learn, Share, Connect

Within the network, member cities are looking to build collective intelligence. They feed the network with their experiences and gain knowledge and expertise. All activities within the network fall under the working pillars:



Délice **offers a platform** to capitalize on each city's strategy



Délice **coordinates global advocacy** on various food-related topics



Délice **organizes knowledge transmission** and creates intelligence



Délice **facilitates partnerships** and collaborative projects



## THE DÉLICE NETWORK TEAM

The Executive Committee defines the strategic line of the association, controls the activities, results and reviews the association's finances. The current Executive Committee is serving since 2016. After having focused on the renewal of the steering documents, 2018 was dedicated to the launch of the recruitment campaign and development of the action plan. Elections will be held in September 2019 during the Annual General Meeting in Stavanger.



**Olivier Marette — President** (Brussels)  
**Ignasi de Delàs — Vice President** (Barcelona)  
**Juliette Cantau**, representing Georges Képénékian — **Treasurer** (Lyon)  
**Lirio Gonzales — Secretary** (Puebla)  
**Lars Isacson** (Gothenburg)  
**Elina Siltanen** (Helsinki)

The Main Office of the organization is located in the founding city of Lyon, hosted by ONLY LYON Tourism & Conventions. In 2018, the Manager Camille Benoist was replaced by Elisabetta Bernardini during a 6-month maternity leave. The position of Project Officer was held by Manon Bianchi until June, later by Gabriela Martin starting September, both interns in International Affairs.



**Camille Benoist**  
Manager



**Gabriela Martin**  
Project Officer

### Farewell to Camilla Nyman

After having served on the Executive Committee as Vice-president since 2013, Camilla Nyman, former CEO of Göteborg & Co resigned from her position during the AGM held in her city. All members acknowledge the commitment of Camilla and thank her for her participation to the development of the organization over the years.



# 01

## A Growing Network

# 27

## CITIES

over

# 04

## CONTINENTS

2018 marked the launch of a city recruitment campaign, following the decision to open Délice Network to more cities. While the network spent 10 years as a club, the intention is now to grow and invite more cities to join.



## SHARED VALUES OF MEMBER CITIES

By becoming a member of Délice Network, the only international network of cities devoted to gastronomy, healthy eating, and good food, member cities share certain universal values:

➤ The need to preserve cultural heritage and raise people's awareness on the importance of gastronomic & food culture.



➤ The wish to rethink food & gastronomy in a sustainable and environmentally friendly way.



➤ The desire to bring together actors involved in the local food value chain to develop a global project for each city.



➤ The conviction that food & gastronomy are instrumental in creating strong social cohesion.



➤ The promotion of food & gastronomy for the development of sustainable, high-quality tourism.



➤ The commitment to establishing food & gastronomy as a cutting-edge sector in terms of job creation and entrepreneurial development.



➤ The importance of education, transmission, and research when seeking to convey strong values regarding healthy eating habits, food & gastronomy.



Together through Délice Network, cities are gaining greater knowledge, exchanging initiatives and good practices, and creating collaborations and cross-cutting projects.

More than ever before, member cities are convinced that food & gastronomy convey positive values and that their public policies and initiatives can have a truly tangible impact on their cities.

Délice Network is an indispensable tool, to explore, rethink, develop, steer and collaborate on this important global issue. Comparing diverse cultures, approaches and methods enable all to prosper and come up with innovative ideas.

## MEMBER CITY #24 KOBE, JAPAN



Kobe gained an international gastronomic identity and world renown thanks to one famous product: the Kobe beef. Yet, the city was the first of the country with an established port and has therefore developed a unique multicultural culinary culture. Kobe has a unique and strong link with the sea, the mountains and a rich agricultural backyard bringing diversity in the local products and the cuisine. The city government is looking to engage with the food industry to enhance Kobe City's attractive features through food, and to realize economic development for the entire value-chain.

### Gastropolis Kobe 2020

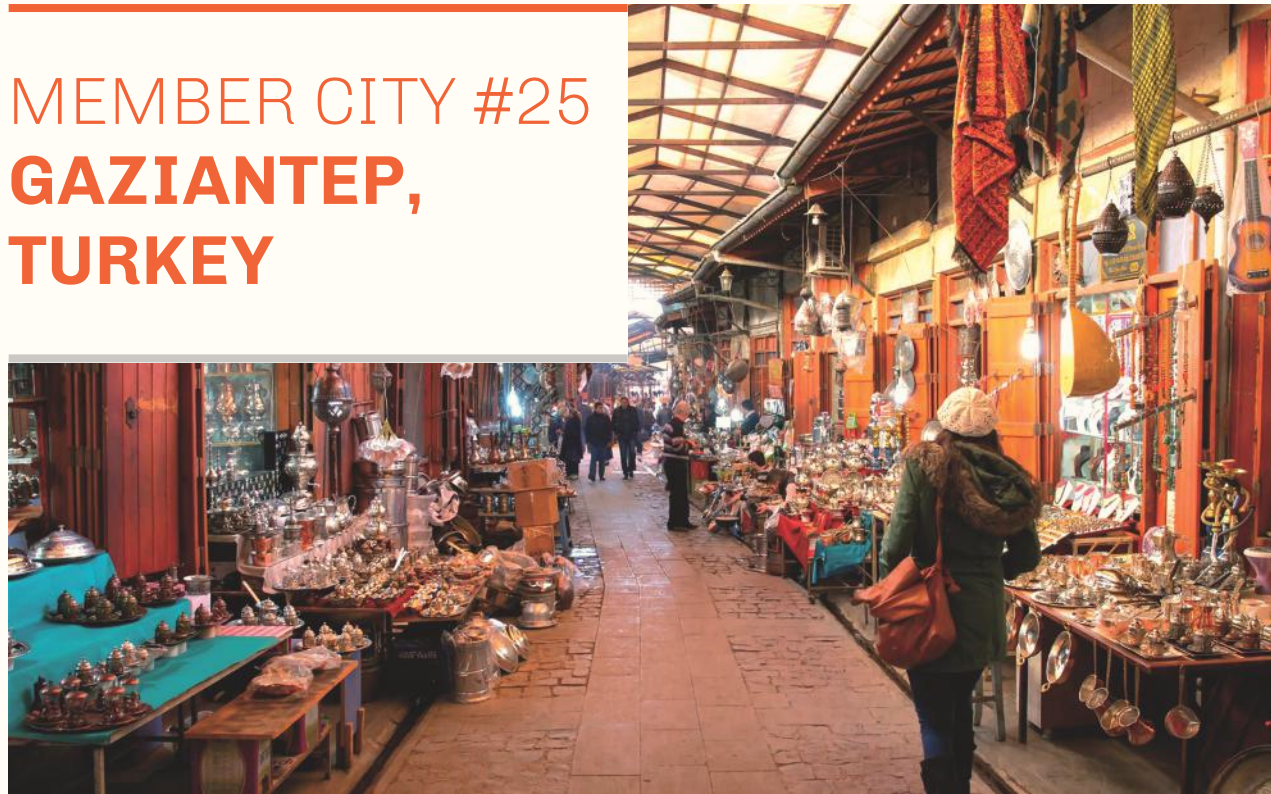
Considering the great potential of food production in the Kobe area, the project Gastropolis Kobe 2020 was developed by the local government to turn Kobe into the "City of Food" of Japan. The project aims to position the city within the global fresh and healthy food movement. Developing and promoting farmers markets, agri-tourism and the promotion of the Kobe products are among the action plan of this ambitious project.

*"Many people see Kobe City as synonymous with Kobe Beef. There are many other high-quality foods and food products in Kobe City. Throughout our membership to Délice Network, we are looking to enhance the international recognition of all Kobe City's high-quality products and interact with other cities"*

**Jun Yasuhara — Director of Gastropolis Kobe, Kobe City Government**



## MEMBER CITY #25 GAZIANTEP, TURKEY



Gaziantep is the second Turkish city to be joining the network. With a very different culinary culture and approach to food from Izmir, both cities are very complimentary in representing the Turkish food scene. Gaziantep cuisine is recognized as one of the best and most diverse cuisine in the area, combining different cultures. The cooking methods, material used and products are also very specific to the Gaziantep area. Based on grains and livestock of Mesopotamia, on local fruits, vegetables, spices and herbs of the region and of course pistachio, the food of Gaziantep is mostly organic and considered very healthy.



### Preservation & transmission

For the local government, the challenge is to preserve the traditional approach to food while developing the economy of the city. Various public culinary schools have been created, offering some free cooking degrees for the people of Gaziantep to ensure the transmission and develop the food sector. The city has launched a special branding to highlight the know-how of the people of Gaziantep and to keep showcasing the specificity of Gaziantep gastronomy.

*"Gaziantep has based its development on culture and commerce while ensuring the ecological balance. The city uses its rich gastronomy culture effectively for the development and it also strives to create sustainable development by sharing this culture in both national and international platforms."*

**Ahmet Ertürk — Head of Foreign Affairs,  
Gaziantep Metropolitan Municipality**

## MEMBER CITY #26 TUCSON, USA



Tucson is representing the southern USA food culture within the network. This city located 50 km away from the Mexican border, in the heart of the Sonoran desert, has a very historic and strong attachment to food. Despite what many think, the food production in this area of Arizona is very rich, placing food as a major economic sector for the city of Tucson. The proximity with Mexico gives Tucson a unique food scene linking American, Mexican and Native American food cultures. The different institutions have decided to embrace this special food culture to turn Tucson into a friendly, openminded and thriving food city.

### Food policy plan

In 2013, Tucson voters ratified Plan Tucson, the city's 10-year General and Sustainability Plan that is highly encouraging the local production, processing, and affordable distribution of healthy food. Moreover, a touristic masterplan is under development with another strong focus on food. The success of this transversal approach has awarded the city of Tucson of the title of UNESCO City of Gastronomy, the first in the USA.

*"We believe, that the strength of our city relies not only in our unique environment, but on how different cultures have brought the best of them to form our community. Delice Network gives us an opportunity to enhance our multicultural approach, by learning from other places around the world that have done outstanding work in utilizing food and gastronomy to build a strong society."*

**Felipe Garcia — Executive Vice President, Visit Tucson**



## MEMBER CITY #27 BUSAN, SOUTH-KOREA



No doubt that Korea was to be represented within the network. As second largest city of the country with a large port, Busan represents the traditional Korean culinary culture with a modern and multicultural touch. The city joined the network end of 2018 as part of a general goal to develop and promote Busan as a world-class cuisine city.

As Busan was once the capital of the country, it welcomed people from all over the country who brought into Busan their regional cuisines. It has turned Busan in one of the most thriving foodie city and with a strong food sector mostly linked to fishery.



### A city of festivals

The Busan City Government holds a variety of festivals each year to introduce and share Busan's food culture and food sector. The most important and famous of the region is the Busan International Food Expo that takes place every October. During this important BtoB event, over 50 000 visitors come meet with the 400+ companies presenting their products and services from 16 countries.

*"We respect the objectives of the network and share it's values. As such we are happy to contribute in building the network with other cities who are also developing food and gastronomy policies"*

**Shin Chang Ho — Busan Metropolitan City**

# 02

## Délice Network Gatherings



DELICE  
NETWORK  
MEETING

# "DINING EXPERIENCES: IT'S ALL ABOUT THE CONCEPT"

**BRUSSELS,  
BELGIUM**

**FEBRUARY  
7-9**

**48 participants  
17 participating cities**

GUEST SPEAKERS:

**Ezechiel Zerah**,  
ATABULA Journalist  
**Betty Marais**, Entre-  
preneur & Consultant  
Expert in Food Events  
**David Ghysels**, Owner  
of Events in the Sky



*"Foodies today are looking for a full experience rather than just a good meal. Food events organizers in Brussels offer original concepts such as Dinner in the Sky or Culinaria.*

*This has become a strength for our destination and was the perfect topic for the 2018 Délice Meeting in Brussels.*

*We used the opportunity of having so many international guests to showcase our culinary scene and to challenge some of our key local players. The creation process to organize some of the meals has been very profitable to our chefs and food ambassadors.*

*They all felt honored to be part of this international meeting."*

**Olivier Marette**  
Representative of Brussels

## Dining Experiences: it's all about the concept

Who knows since when dining has become much more than a restaurant decoration and a menu. As eating out is now for everyone and for every day, the food service market is developing like never before. Competition is tough between chefs and restaurateurs who need to find unique concepts that will please the pallets and wallets of the consumers. The more offer there is, the more the expectations of the consumers rise.

With social media, people around the world are living their lives as an experience. Every action in the daily life has become a topic to share and connect with others. Eating is today one of the most shared daily activity on social media.

The food service industry needs to stay competitive. Offering a dining experience that will be unique and special will give to consumers what they are seeking: an experience. At the same time, as competition grows, chefs and restaurateurs also need to open their minds and seek new experiences by traveling, or attending food events.

On a destination perspective, attracting talented chefs and foodies is about offering the possibility to innovate. In Brussels, new dining concepts are announced, food events are created and entrepreneurs are supported, turning the city into one of the most dynamic and international food cities in Europe.



## Dining Experiences around the world

During a Battle, each city was asked to present their most interesting local concept.

<b>Lisbon</b> .....	Dinner of the Year
<b>Lyon</b> .....	Grand Cuisine Cinema Club
<b>Bordeaux</b> .....	Banquet's Evenings at the SO GOOD Festival
<b>Gothenburg</b> .....	Seafood Safari
<b>Barcelona</b> .....	Market of Markets
<b>Lausanne</b> .....	La Grande Tablée des Lausannois during Lausanne à Table Festival
<b>Riga</b> .....	Latvian Senses
<b>Torino</b> .....	Gustotram & Ristocolor
<b>Aarhus</b> .....	Gastronomic Underground
<b>Franschhoek</b> .....	Leopard's Leap Family Vineyards
<b>Chicago</b> .....	Extraordinary Chefs/Extraordinary Places during Chicago Gourmet Festival
<b>Stavanger</b> .....	Table Tales
<b>Brussels</b> .....	Villa Louise

## About Brussels

Hosting a Délice Network gathering around dining concepts was the opportunity for Visit Brussels to involve important local partners in showcasing the best of what the city has to offer today. During 3 days, participants got a taste of the local hospitality and the diversity of the food service sector. Each evening was a unique dining experience offered to the members of Délice Network. Some of the best chefs of the city were asked to innovate and present the Brussels traditional gastronomy with a modern touch.

In addition to the Foodie scene, Brussels was shown as a city of innovation presenting new developing concepts around food waste, circular and collaborative economy and sustainable food.



**DÉLICE  
NETWORK  
MEETING**

# “LOCAL VS INTERNATIONAL CUISINE: A DIVERSE FOOD OFFER FOR DIVERSE TARGETS”

**GUANGZHOU,  
CHINA**

**MAY  
8–10**

**34 participants  
8 participating cities**

**GUEST SPEAKERS:**

**Christophe Gonzalez,**  
Food Consultant  
**Richard McComb,**  
Food Journalist  
**Philippe Bruneau,** Chef



*“Food is an important link to connect worldwide cities. By organizing this conference during the Bocuse d’Or Asia Competition, we wanted to promote Chinese cuisine, showing the tasty food and creative cooking techniques with Guangzhou characteristics and the long history of Guangzhou’s food and beverage culture. During the gathering, Guangzhou partners had the opportunity to connect with many member cities of Delice. We hope to keep working hand in hand to promote food culture around the world and collaborating with more member cities, with the help of Delice platform.”*

**Lin Guoqiang, Deputy  
Representative of Guangzhou**

## Local VS International Cuisine: adapting to different targets

Looking at the food offer across countries today: some of the best Japanese chefs are gaining Michelin stars in Europe while French chefs are taking over kitchens around China. 20 years ago international food was systematically “adapted” to the culinary culture of its host city. Today it is possible to find authentic food from around the world...around the world!

What does that say?

According to the experts present, this diversity is reinforcing the specificities of each food culture. Destinations are promoted by their local food served abroad.

What European tourist is not dreaming of a Dim Sum on their way to China, having tasted some in their home town?

While this diversity allows good food cities to become great food cities, it is also essential to reply to the demand of the business market. Chinese travelers will enjoy an evening of comfort food from home when travelling to the USA for business. A French worker will be happy to have a breakfast with bread and butter when travelling to Japan.

For DMO’s the issue is to know how to promote this diversity while highlighting their traditional food culture.



## About Guangzhou

Guangzhou is home of the famous Cantonese cuisine that has been exported throughout the world. Thanks to a strong history and heritage, the food sector of Guangzhou is thriving and rich. By hosting the Délice Network gathering, the partners of the Guangzhou government were looking to show the different aspects of the food sector in the city: the food scene with numerous dining venues but also research around food with the involvement of the universities, the strong food service and hospitality sector and the city marketing with the organization of the continental selection of the Bocuse d’Or.



ANNUAL  
GENERAL  
MEETING

# “RATINGS & RANKINGS: WHO HAS THE POWER?”

## GOTHENBURG, SWEDEN

OCTOBER  
8 – 10

50 participants  
22 participating cities

GUEST SPEAKERS:

**Richard McComb**,  
Food Journalist  
**Kristopher Moon**, James  
Beard Foundation  
**Peter Hanson**,  
White Guide  
**Felicity Spector**,  
Instagram Influencer



*“Our aim was to showcase different takes on food in Gothenburg: fine dining, street food and traditional meals and culture. But more importantly how we are building*

*a strong food city by working in close collaboration with our Restaurant Association, the region of West Sweden, our public kitchens etc. We got all our star chefs to gather and create a welcoming dinner for the network, an example how far we have come when it comes to collaboration.*

*We know we can work harder, and the Delice Network is an important part in gaining the knowledge in strategies, and trends in other strong food cities.”*

**Lena Hamberger**  
Representative of Gothenburg

## Ratings & rankings: Who has the Power?

For all cities around the world who are looking to position themselves as a great food destination, hard to figure out who holds the strings of the classifications. For many years, the famous culinary guides where on the top of all minds. But today, people will more easily look for reviews on Trip Advisor or follow the recommendation of an influencer on Instagram. For DMO's, it is essential to identify and understand the powerful influencers.

From the presentations of the experts and the discussion, trust is identified as the key to holding the power. Whether they are on social media or publishing a guide, these influencers can succeed if their working methods are trustworthy and transparent.

Following a workshop, member cities agreed to another important aspect of the question that they can easily have an impact on: quality. If the quality is there, the trustworthy influencers will be there to remark it. Destinations need to excel in their food offer with qualitative products, a diverse offer and a remarkable service within their food industry.

There is no magic to it: good food has the power!



## About Gothenburg

The teams of Gothenburg & Co, the development agency of the city, have been working strongly on the topic of gastronomy over the past years. The result from a strong collaboration between the city officials and the restaurant association have been extraordinary, spreading today towards other local players of the food scene. Gothenburg is today a true foodie city and offers a great diversity in its food offer. The participants to the AGM were given a taste of this diversity: Eating Swedish meatballs in the very classical china in presence of the Mayor, being offered an exceptional meal prepared by all 7 Michelin starred chefs from the city or eating fresh lobster following a lobster safari in the archipelago.

The strategy around food developed by the city is looking to embrace the diversity of the offer, bringing all the partners to work together to make food & gastronomy a trigger for economic development, social inclusion and sustainable growth.

## Tomorrow's Food Travel Conference

Göteborg & Co is co-organizer of the “Tomorrow's Food Travel” conferences with the university. The first edition was hosted in Gothenburg. The international delegations had the opportunity to share a lunch with the national and international participants to this conference dedicated to food tourism and the evolution of the sector. One afternoon was also spend to listen to the key-note speakers invited to discuss about the trends in food tourism and consumer behavior.

## “Who has the Power?” collaborative video:

To enrich the discussion and understand how chefs from each parts of the world approach influencers differently, a collaborative video was produced at the occasion of this gathering. 10 Délice member cities participated to the production of the video, interviewing their best chefs. Questions were raised on the importance of social media, the power of Michelin and the attitude towards all the influencers.

*Video available on the Délice Network YouTube channel.*



# 03

## Projects & Initiatives



### POLITICAL GATHERING IN BRUSSELS

Following the approval of the new strategic line of Délice Network, the Mayor of Brussels, as President City, invited the official representatives of Délice cities to join and discuss the different orientations of each city regarding Food & Gastronomy.

Nine elected officials gathered in the City Hall of Brussels on February 9th with the participation of the Mayor and Deputy-Mayor of the President City of the Network.

The roundtable was followed by a press conference to present the shared values of the Délice Network cities and the launch of the new dynamic within the organization.



**BARCELONA**  
**Agusti COLOM**  
Councillor

**LYON**  
**Yann CUCHERAT**  
Deputy Mayor

**BRUSSELS**  
**Karine LALIEUX**  
Alderswoman

**PUEBLA**  
**Miguel MENDEZ GUTIERREZ**  
Councillor

**IZMIR**  
**Ali MUZAFFER TUNCAG**  
Municipal Council Member of Izmir

**TORINO**  
**Alberto SACCO**  
Deputy Mayor

**LAUSANNE**  
**Florence GERMOND**  
Town Council Member

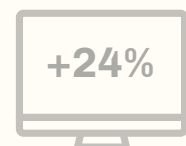
**BORDEAUX**  
**Stéphan DELAUX**  
Deputy Mayor

**LISBON**  
**Alberto LAPLAINE-GUIMARAES**  
Secretary General

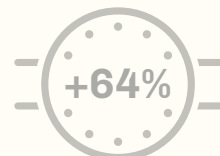
## WEBSITE & SOCIAL MEDIA

With the will to grow and become a leading organization in the sector, Délice Network decided to improve its online visibility by developing a new website. This major project was one of the focus of 2018 for the teams in Délice Main Office. The new website was developed by a Lyon-based web agency following the requests of a dedicated working group of 4 city representatives. The look and feel of the new Délice Network website corresponds to the image of the organization in 2018 and facilitates access to useful information for new cities and all members.

The success of the new platform was immediate. After a launch in July, 7 new city requests were received. The traffic showed great progress with an increase of 24% of the visits over 6 months compared to the previous year. In addition, the time spent on the website increased by 64% with a average time spent of 4 minutes.

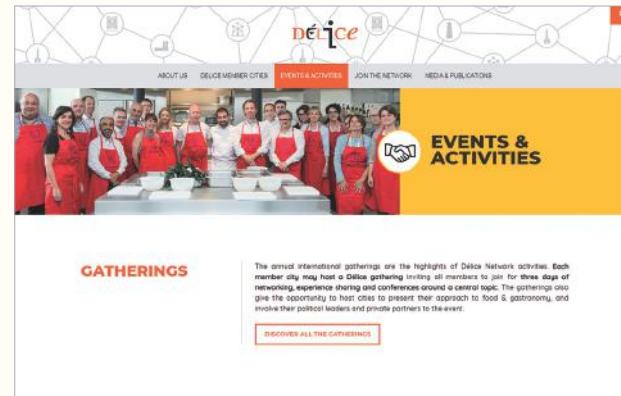


Visit on  
the website



Time spent  
on th website

[www.delice-network.com](http://www.delice-network.com)



Following the new website, came the launch of Délice Network on social media. Initiated at the end of 2018, the Délice profiles on Instagram & LinkedIn are gaining more and more followers, creating interesting visibility to the website and therefore the organization.

### Instagram & LinkedIn

In only 4 months, the account *delice\_network* on Instagram reached 153 followers with 22 publications showcasing the network. Furthermore, the *#delicenetwork* has been used over 150 times showing an implication of the members to promote the network.



+153  
Followers

On LinkedIn, the followers are more qualified and have reached 36 people, with continuous increase.

[@delice\\_network](https://www.instagram.com/delice_network) / [#delicenetwork](https://www.instagram.com/delice_network)

## CITY COLLABORATIONS

### Lyon Street Food Festival

For the second year, Délice Network was an active partner of the Lyon Street Food Festival that has become one of the most important public foodie event of the city. To bring an international dynamic to the festival, member cities of Délice Network were invited to bring chefs and promote their destination to the visitors by preparing and selling their typical food in street food portions. For the 2018 edition, Hong Kong, Izmir and Montreal were present for the 4 days of the festival.

Hong Kong was represented by the Tourism Board Office in Paris. They recreated the ambiance of a typical street with food vendors. Tourisme Montreal proposed to the visitors a unique AI and olfactory experience. Three top chefs including Alexandre Loiseau made the trip and were sold out everyday. The best chefs from Izmir also made the trip to present the unique Agean Mezze specialties, with the support of the municipality of Izmir and a local breed of Olive Oil. Facing the success of this new edition, some of the guest chefs and cities are thinking about coming back in 2019!







### C'est Lyon qui Régale

Looking to launch a project to highlight the events related to food & gastronomy, Lyon Tourism & Convention Bureau found inspiration in the Lausanne à Table project implemented by the Swiss member of the network. Following discussions with the project holder in Lausanne, Lyon launched “C'est Lyon qui régale”, an agenda of all food related events within the city. After developing the brand, the goal is to stimulate the food sector to launch new concepts and events. The Délice Manager has been invited to take part in committee of this project to keep creating connections with other member cities.



### Izmir Gastronomic Congress

Lisbon was the guest city of the 4th edition of the International Gastronomic Congress in Izmir, following Turin in 2017. This growing event is organized by the Municipality of Izmir concurrently with Travel Turkey with the aim of gathering the leaders of gastronomy, tourism experts and educators, discussing the new approaches and the trends that can improve the tourism industry. Lisbon, who has been strongly developing its tourism over the years was very naturally chosen to be the featured city for this edition. The introduction Key-Note was proposed by Carlos Fontão de Carvalho, the President of the Portuguese Academy of Gastronomy. Portuguese specialists and chefs came to sharing their knowledge about some iconic products shared by both the Portuguese & Turkish culture: coffee and olive oil.



### Terra Madre

The iconic event of the SlowFood organization was held in September 2018 in the member city of Turin. During this edition was raised the question of the responsibility of municipalities around the world to provide local and sustainable food in urban territories. For this occasion, representatives from Aarhus & Stavanger, two very engaged Délice cities were invited to come and share their best practices.

## PARTNERS OF THE NETWORK



### Inter Beaujolais

The Beaujolais wines are among the best known french wines around the world, thanks to the work accomplished by Inter Beaujolais. The DNA and worldwide reputation of the Beaujolais wines are very much linked to local terroir and to friendliness. In order to keep expanding their presence across the world and promoting the great diversity of available blends, the promotion organization launched in 2018 a new communication approach: “Beaujonomie by Beaujolais”. Surfing on the trend of the Bistronomy cuisine that promotes the values of good food, good products and friendly atmosphere, this brand was created to highlight the very social and local aspect of the wine. This new campaign is visible on some bottles, in international fairs and on a dedicated website. [www.beaujonomie.com](http://www.beaujonomie.com)



### SIRHA by GL Events

The SIRHA is one of the top food service event of Europe and the host of the most prestigious chef competition in the world, the Bocuse d'Or. In 2018, the continental selections of the Bocuse d'Or were organized in preparation of the final held in January 2019. Two Délice Network cities hosted these continental selections, placing them at the center of the foodie world for a few days. Turin hosted the European competition and Guangzhou for the Asian selection.

### SIRHA Green

This new event developed by GL Events is looking to focus on all the new trends linked to healthy food. The exhibitors and visitors of this first edition were all offering sustainable and healthy solutions for the food service industry. The second edition of the SIRHA Green will be in June 2020.

# WHAT'S COOKING FOR 2019?

Tucson, USA  
May 1–3

**Superstar Food: Making the best of your famous products and dishes.**

Tucson will be hosting a Délice Gathering in the frame of the Agave Heritage Festival. Each city will be invited to look at their own iconic dish and how it could be used as a strong marketing tool.

For the first time, within Délice Network, **the cocktail culture** will be at honor. The best mixologists of member cities are invited to join the gathering to meet and share with local mixologists, participate to the Agave Heritage Festival and showcase the cocktail culture of their city with performances based on Mezcal.

**About Superstar Food:** In most destinations around the world, there are the “must-sees” and the “must-taste”. The superstar food of a destination gets its title from history, from a legend, from a celebrity or for no special reason. In all cases, its fame on the international scene can only make it interesting to develop marketing initiatives.

Stavanger, Norway  
September 23–25

**Being a Smart Food City**

Stavanger, as historic member of Délice Network will be hosting the Annual General Meeting in parallel with the Nordic Edge Expo, the second largest Smart City event in Europe. In times where sustainability and quality of life are in the mind of all urban citizens, it has become essential for cities to act on food within their Smart City strategy.

Some chefs of Délice Network cities will be invited to present their approach of sustainable and traditional catering for the participants of the Nordic Edge Expo. A corner dedicated to Délice cities will allow to highlight the network and bring together some local chefs. In addition, this Annual General Meeting will be renewing the Executive Committee of the organization for a 3-year mandate.

**About Smart Food Cities**

While the Nordic Edge Expo will be dedicated to all Smart Cities policies and plans, the presence of the Délice Network AGM will allow to focus the attention on food & gastronomy. Some working sessions

will be dedicated to this topic among the general agenda of the expo. For Délice Network cities, this will be an opportunity to advocate on the values of Délice and the importance of including food in the smart city considerations.



ANNUAL  
GENERAL  
MEETING

DÉLICE  
NETWORK  
GATHERINGS

A project by **DÉLICE**

A special thank you to the teams of Lyon Tourism & Convention for their continuous support to Délice Network.

All projects and activities of the network are made possible with the support of our partners:



Texts: Camille Benoist & Gabriela Martin  
Graphics: Carole Barraud  
Photos: Eric Danhier (Brussels), Peter Kvarnström (Gothenburg), Lene Lunde (Stavanger), Brice Robert (Lyon), Michael Kuszla (Lyon), VisitTucson, Gaziantep Municipality, Kobe Municipality, Busan Municipality, March 2019





# DÉLICE

## **DÉLICE NETWORK**

The City Network on  
Food & Gastronomy

At ONLYLYON Tourisme et Congrès  
Place Bellecour  
BP 2254 69214 cedex 02  
FRANCE

T:+33(0)472770510  
[delice@delice-network.com](mailto:delice@delice-network.com)

### **Follow us on**



@Delice\_Network



Delice Network

**[www.delice-network.com](http://www.delice-network.com)**

