

# Délice Network

The City Network on Food  
& Gastronomy

2019 | ACTIVITY  
REPORT



DÉLICE

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## Editorial



**Olivier MARETTE**  
President  
Brussels, Belgium

### 2019, connecting cities

2019 marked the third and last year of operation of the Executive Committee that led the new strategic direction and the greater opening of our network.

For this third year, we have worked hard to strengthen the connections among members, the knowledge sharing and the implementation of diverse projects. Today more than ever, we are proud to say that Délice Network is the most significant global city network around food & gastronomy.

Four more cities joined the dynamic during the year. Among them, our first two Latin American members.

These new memberships bring even more diversity to our network. They contribute to the collective intelligence that the group is gradually building. Our growth enriches the approach we have on food and gastronomy. It allows all members to ensure even more benefits and interest in their involvement in Délice.

The network gathered twice, in Tucson and Stavanger, cities that have proven that investing on food & gastronomy is essential for a healthy, vibrant, attractive and socially inclusive society. During these events, chefs & mixologists from several member cities were involved, sharing their knowledge and expertise in foreign lands.

Elections were held in September to elect the new board of 6 cities that will keep developing the organization. It now consists of four European cities, one North American and one African. New ideas are to be discussed and implemented to always be aligned with the expectations of the members.

We are strengthened by this great dynamic and happy to share it with you.

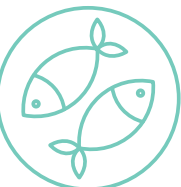
We strongly believe in a successful future for our network and our members.

# About Délice Network



## WHO WE ARE

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



## WHAT WE WORK ON

- **FOOD CULTURE** as part of a City Identity
- **FOOD SECTOR** as a boost for Economic Development
- **FOOD SCENE** as a tool for global Recognition & Attractiveness
- **FOOD POLICIES** to enhance Urban Livability



## WHAT WE DO

- OFFER** a platform to capitalize on each city's strategy
- ORGANIZE** knowledge transmission and create intelligence
- FACILITATE** partnerships and collaborative projects
- COORDINATE** global advocacy on various food-related topics



## OUR SHARED VALUES

- Preserving and raising awareness on the importance of local food cultures & culinary heritage
- The respect of natural resources and protection of the environment
- The involvement of all actors of the food value-chain in one same general project
- Universal access to good and healthy food for all citizens
- Food and Gastronomy as a part of local life-style and social bond
- Food and Gastronomy as a way to create local employment and entrepreneurship
- Food and Gastronomy as a way to promote sustainable and quality tourism
- Investing in research on Food and Gastronomy ensures proper education and transmission of values back to the society

# The Executive Committee

## Elected in September 2019

The Executive Committee (Excom) was elected in September 2019, for a three year mandate up to Autumn of 2022. The Excom is composed of 3 former members: **Brussels, Barcelona and Lyon**. New cities have joined the team: **Stavanger, Tucson and Cape Winelands**.

Each member of the Excom has been appointed with responsibilities to facilitate the development of the organisation according to its objectives.

### BRUSSELS, BELGIUM



**Olivier MARETTE**  
President:  
→ Overall strategy / PR

### STAVANGER, NORWAY



**May ENDRESEN**  
Vice-president:  
→ Network Gatherings  
(organisation & content)

### BARCELONA, SPAIN



**Ignasi DE DELAS**  
Treasurer:  
→ Budget follow-up  
& expenses management

### TUCSON, USA



**Felipe GARCIA**  
Secretary:  
→ External & internal  
communications

### CAPE WINELANDS SOUTH AFRICA



**Reinher BEHRENS**  
Board Member:  
→ Network Development  
(city targeting,  
recruitment process  
& integration)

### LYON, FRANCE



**Juliette CANTAU / Georges KEPENKIAN**  
Board Members:  
→ Projects & Partnerships (developing network  
projects, collaborations among cities)



# Excom Meetings In 2019

## JANUARY BRUSSELS

FORMER  
EXCOM



- Action Plan 2019 drafting
- Workshop: How to increase member cities commitment ?

## SEPTEMBER STAVANGER

NEW  
EXCOM

- Internal organization of the new ExCom
- Strategic vision of the new mandate

## MAY TUCSON

FORMER  
EXCOM



- Planification of the Executive Committee elections
- Validation of the new city recruitment process
- Reflection on the network growth strategy



# Main Office



Main Office  
**LYON,  
FRANCE**

## Team



**Camille BENOIST**  
Manager



**Alix HEYRAUD**  
Project Officer



Based in the founding city of the Network, the Main Office is composed of 2 people, in charge of implementing the strategy of the network, strengthening connections among the members and connecting with applying cities.

“ 2019 was a powerful year in Délice with 4 fabulous new members and a strong dynamic, unique to this network ”

**Camille Benoist**  
Délice Network Manager



# New in 2019



## Integration of new members: a democratic process

### 2 STEP PROCESS

- 1** The Excom validates that the city aligns with the selection criteria & growth strategy of the network
- 2** All members are asked to vote upon the analysis of the application & the comments of the Excom

### CRITERIA OF SELECTION

- **Assets:** the existing food culture in the city
- **Policies & Initiatives:** all project implemented by the city around food and gastronomy
- **Vision:** How the city is looking to use food on the local & international level
- **Motivation:** How the city is looking to engage in the network

## Délice Gatherings

### FREQUENCY

The frequency of meetings was reduced to 2 per year in order to ensure a large participation rate and dedicate more time and budget to each gathering.

### FORMAT

- Day 1:** dedicated to the host city
- Day 2:** dedicated to chosen topic
- Day 3:** dedicated to the network

## CAPITALIZATION ON DÉLICE GATHERINGS



A journalist was present during the meetings, creating content on the topic and the host city, and making short interviews of participants. A document was designed with this content, available to all members on the website.

## Project of the Month



Every month, a food-related project from a member city is presented to all members, to create year-round Best Practice Sharing.



# Délice Network Members



# Délice Network Members

31  
Cities,  
04  
Continents

An important milestone was reached in 2019 with **4 new member cities**, including the **first members in South-America**.





## New Members



FEBRUARY

# CALI, COLOMBIA



**STEFANIA DOGLIONI**  
Executive director  
Cali Valle Convention  
& Visitors Bureau

### FOOD EVENTS

Petronio Alvarez  
Salsa y Sabor  
Plaza de la Sabrosura

### CITY ASSETS

Multi-influence cuisine  
Rising tourism  
Products from land and sea

«If you set your eyes in the southwest of Colombia, you'll find a place where rhythm inspires the daily life of its citizens. Cali, the salsa capital of the world, is a city where multi-ethnic and diverse cultures converge to create an exceptional gastronomic scene. Our cuisine is characterized by an exquisite mixture of tastes, textures, and fragrances that can transport you throughout the corners of our region, from the pacific to our sugar cane valleys. We are more than honored to join Delice, thank you for this amazing opportunity!»

“ Our cuisine is characterized by an exquisite mixture of tastes, textures, and fragrances ”

APRIL



## New Members

# MALMÖ, SWEDEN

### FOOD EVENTS

European Street Food  
Festival Malmö Burger Night  
Falafel World Championship

### CITY ASSETS

Multi-ethnic city  
Food for social inclusion  
Sustainable food strategic plan



**KARIN TINGSTED**  
Project Manager  
City of Malmö

«Malmö is a forward thinking and vibrant food city. Sustainable eating & social bonds are at the center of our way of thinking food. We are committed to sharing our food experiences with the world. As a member of the Délice Network, we look forward to connecting with our fellow members cities and meeting food entrepreneurs who share our passion for culinary city promotion.»

“ Sustainable eating & social bonds are at the center of our way of thinking food ”



## New Members

JUNE



## BUENOS AIRES, Argentina



**FERNANDO AMER**  
Operations Manager  
International Markets  
Buenos Aires Tourism  
Board

### FOOD EVENTS

Masticar Food Festival  
Porteño Gastronomy Week  
Buenos Aires Night Market

### CITY ASSETS

Top chefs of South America  
Quality meat production  
Thriving food events

«Buenos Aires has been key in the development and global recognition of South American gastronomy. We developed exclusive gastronomic shows and fairs, known worldwide for their quality and innovation. It is our interest to be able to exchange experiences with other Délice Members and cooperate with the network in encouraging other urban destinations to implement good practices and environmental friendly techniques in their food and gastronomy activities.»

“ Buenos Aires has been key in the development and global recognition of South American gastronomy ”

NEW MEMBERS

SEPTEMBER

## New Members



## PORTLAND, USA

### FOOD EVENTS

Feast Portland  
Portland Farmer's market  
Vegfest

### CITY ASSETS

Craft beer Capital  
Food events  
Hipster Food Culture

«Proud to be recognized as the newest member of the Delice Network, the Portland community values both the opportunity to learn from the esteemed culinary destinations represented in the Network, but also to bring the collaborative spirit of our food scene to this valued group of partners as we seek to expose Portland's ingredients, chefs, restaurants and products to the world.»

“ The Portland community values the opportunity to learn from the esteemed culinary destinations represented in the Network ”



**JEFF MILLER**  
President & CEO  
Travel Portland

NEW MEMBERS

# **Délice Network** **Gatherings**





May 1 – 3



## DÉLICE NETWORK MEETING | TUCSON, USA

### SUPERSTAR FOODS: MAKING THE BEST OF YOUR LOCAL PRODUCTS & DISHES

35 PARTICIPANTS  
FROM 15 CITIES

**Barcelona** Spain  
**Brussels** Belgium  
**Buenos Aires** Argentina  
**Cali** Colombia  
**Gaziantep** Turkey  
**Göteborg** Sweden  
**Helsinki** Finland  
**Kobe** Japan  
**Lisbon** Portugal  
**Lyon** France  
**Madrid** Spain  
**Mérida** Mexico  
**Puebla** Mexico  
**Riga** Latvia  
**Tucson** USA

Tucson joined the network late 2018. This meeting was the first for the city, both as a host and as a new member. During 3 days, Délice delegates had the chance to discover the renewal of Tucson around agriculture and food, in a cultural melting pot. The delegations also experienced the Agave Heritage Festival, a 10-day festival dedicated to a single product. The agave plant represents the strong ties between southern USA & Mexico. Used for food, beverages and medicinal purpose, the agave is also part of the cultural, art and historical prism of the city.

### BEST PRACTICES

Délice Network is about sharing projects & initiatives. 7 innovative and special projects were presented by member cities in Tucson.

**Barcelona** Science and Cooking World Congress  
**Lyon** Looking back at the influence of Paul Bocuse  
**Mérida** Organic 47 (Circular Economy)  
**Brussels** Feeding Hungry Minds (Charity)  
**Kobe** Kobe Beef Festival  
**Helsinki** Zero Waste Bistrot  
**Puebla** Preserving the Chile En Nogada

## “Superstar Food” as Strong Destination Marketing Tool

Many worldwide destinations are known for having one unmissable dish. In Montreal, there is the Poutine, Kobe and its famous beef, Spain has tapas, Brussels has the waffles.

The gathering's thematic focused on how to use iconic food as an efficient marketing tool for a destination. Through a key-note & round table discussion and a workshop, they discussed and exchanged on the many opportunities of having a «superstar», but also the challenges to preserve authenticity and quality.

### EXPERTS /

#### KEY NOTE

**Mark Cotter**  
CEO, The Food Group

Mark is an expert of the food industry as a marketing executive, food innovator and adviser. He has assisted many food brands and destinations in becoming #1 of their sector.

**Gwen Morrison**  
CEO, The Store, The Americas

Gwen's career has been devoted to helping companies create growth through more meaningful customer engagement.



#### PANEL

**Edie Jarolim**  
Food and Travel journalist

Edie is the Contributing Dining Editor for Tucson Guide and after an important career covering food issues for many travel guides.

**Thierry Rassam**  
Co-Founder of Poutine Week

Co-Founder of Technologies People Mover Inc, Thierry also organized both the Burger Week and the Poutine Week, two major food events in Montreal.

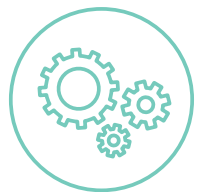
**Olivier Marette**  
Product Expert Gastronomy

As well as Délice President, Olivier has been the Gastronomy Expert for Visit.Brussels for over 9 years, looking to stimulate and highlight the food scene of Belgium City.

### → PROJECT: MIXOLOGISTS PAIRING

For the first time in Délice history, the Mixology culture was put under the spotlight.

In the frame of the Agave Heritage Festival, 4 mixologists from Délice cities were invited to share their expertise and get inspired by the enormous possibility that the agave has to offer. An exciting opportunity to highlight the complexity of the cocktail techniques of today (more info p.27)





Sept. 23 – 25



## ANNUAL GENERAL MEETING | STAVANGER, NORWAY

### SUSTAINABLE FOOD IN THE MICE MARKET

#### 41 PARTICIPANTS FROM 21 CITIES

**Aarhus** Denmark  
**Barcelona** Spain  
**Brussels** Belgium  
**Cali** Colombia  
**Gaziantep** Turkey  
**Guangzhou** China  
**Gothenburg** Sweden  
**Helsinki** Finland  
**Lausanne** Switzerland  
**Lisbon** Portugal  
**Lyon** France  
**Madrid** Spain  
**Malmö** Sweden  
**Mérida** Mexico  
**Montréal** Canada  
**Portland** USA  
**Puebla** Mexico  
**Riga** Latvia  
**Stavanger** Norway  
**Tucson** USA  
**Turin** Italy

Known as Norway's «Oil City», Stavanger has built its economy on oil extraction for decades. However, the slump in the oil & gas prices in 2014 sparked calls for diversification and the role of food and tourism has become increasingly important.

Stavanger and Rogaland County have been Norway's food pantry with strong farming and fishing. The diversity of products offered in the area nourish chefs' creativity and enhance the city's reputation.

Stavanger now attracts talented and diverse chefs, and landed the first Norwegian star in the Michelin guide outside Oslo with chef Sven Erik Renaa and his restaurant Re-Naa.

#### BEST PRACTICES

Once again, Délice delegations gathered in order to share and learn from each other. For the occasion of the AGM, 6 representatives presented innovative initiatives from their cities.

**Cali** The Kitchen for all (training program)

**Lausanne** A Mayor in the kitchen

**Puebla** Puebla & Sustainable gastronomy

**Riga** From Nature to the Plate

**Aarhus** Showcasing broad strengths powered by hosting Michelin Awards

**Montreal** Connecting MTL A TABLE Festival to start-up Arrivage for local sourcing

## Sustainable Food in the MICE Market

Held in Stavanger for the fourth time, the Nordic Edge Expo is the biggest Smart City event in the Nordics. For this edition dedicated to the topic «Life, Actually», the Nordic Edge Expo and Délice Network have partnered to raise the importance of the food offer in international events. While discussions around sustainable food are growing larger in our cities, improvement is to be done in the business tourism sector. The

food offered at conventions is often standardized, not representing the local food culture. Moreover, the market does not profit to the local restaurants & food producers but often to larger corporations.

Through discussions and workshops, the Délice experts looked into the value chain of this important market to see how progress could be made. An action plan was developed by the Délice cities, with 8 actions to implement to improve the quality and sustainability of the food offered in the MICE Market.

### EXPERTS /

#### KEY NOTE

**Guy Bigwood**  
Managing Director, GDS-Index

Guy has been committed to transforming the events industry for more sustainability. He is recognized global expert on creating sustainable events and destinations through the GDS Index.



and developing the sustainability work at Göteborg&Co, including for the business travel.

**Per Morten Haarr**  
Director, Stavanger Conventions Bureau

Per has been involved in the MICE sector for Stavanger destination since 2009. He aims to develop the destination as a strong and innovative host city.

**Tommy Raanti**  
Chef & Food Entrepreneur, Stavanger

Former chef for nearly 20 years, Tommy manages 2 restaurants and is involved in other businesses around the world.

**Nacho Peres**  
Farmer, Founder of Can Gallina Project, Barcelona

10 years ago, Nacho decided to take over the family land and created a unique farming project around biodynamic agriculture.

#### PANEL

**Katarina Torstensson**  
Sustainability Strategist, Göteborg & Co

Katarina is a sustainability strategist, leading

### → PROJECT: CHEF CHALLENGE

7 chefs from 7 Délice cities took on the challenge to cook for the thousands of participants of the Nordic Edge, using local ingredients only, in line with the sustainable objective of Stavanger.





# Projects & Collaborations



# PROJECTS

## TUCSON MIXOLOGISTS PAIRING



At the occasion of the Agave Heritage Festival, 4 top mixologists travelled to Tucson to present their cocktail culture, and discover new Agave based liquors. Each guest was paired with a famous and talented local mixologist to share working techniques and recipes. They

showcased their talents during 2 evenings of the Festival, preparing exclusive cocktails made from Mezcal. This project was also the occasion for these mixologists to understand the origins of Mezcal, meet with producers and visit the best venues dedicated to spirits.

### PARTICIPATING MIXOLOGISTS



**Pierre Millour**  
Brussels  
Belgium  
@pmillour.cocktails



**Carlos Gaitan**  
Cali  
Colombia  
@donsrbrown



**Diego Valencia Dominguez**  
Mérida, Mexico  
@diego.vale.d



**Marc Bonneton**  
Lyon  
France  
@marcbonneton

# PROJECTS

## CHEF CHALLENGE IN STAVANGER



For its 2019 edition, the city of Stavanger & organisers of the Nordic Edge Expo sought the help of Délice partners to offer to its 5 000 visitors healthy, sustainable and tasty dishes for lunch. 7 chefs from 7 Délice cities responded to the call and took on the challenge proposed by Rogaland County and the Nordic Edge. They were invited to spend a full week together in

Stavanger and cook at the conference center. A unique experience to discuss their working practices when facing large parties, reduction of food waste and business models. Their recipes were prepared and served to the Nordic Edge Expo delegates. The visitors of the Nordic Edge were obviously thrilled to see such qualitative meals served during the congress!

### PARTICIPATING CHEFS



**Yves Mattagne** Brussels, Belgium  
**Christian Mandura** Turin, Italy  
**Tomonori Matsushima** Kobe, Japan  
**Todd Sicolo** Tucson, USA  
**Ibrahim Doga Citci** Gaziantep, Turkey  
**Maris Jansons** Riga, Latvia  
**Sergio Gil** Barcelona, Spain



## PROJECTS

### SIRHA IN LYON

Every two years, Lyon hosts the SIRHA, one of the largest food services fair trade worldwide and home of the famous Bocuse d'Or final. This event gathers over 200 000 professional visitors including many worldwide chefs.

### The Taste of a Great Food City

In the frame of the partnership between SIRHA and Délice Network, member cities were showcased in the VIP & Press area through an exhibition of the 19 Délice cities poster «A Taste of a Great Food City». This collection of infographic posters presents the specificities of each city's food scene.

### À la Lyonnaise



On Lyon Metropole's stand, local chefs from Bande de Gourmands collective revisited emblematic recipes from 7 Délice cities. The dishes were offered to visitors on the booth. A special delegation from Kobé and famous Riga chef Martins Ritins came to have a taste of their famous recipe reviewed «à la lyonnaise».

### LYON STREET FOOD FESTIVAL



For the third year, Délice cities were invited to showcase their destination during Lyon Street Food Festival, the growing trendy festival dedicated to food, music & culture. Kobe, Madrid, Hong-Kong and Helsinki were represented by chefs who cooked for the no less than 40 000 visitors during three days. Chefs from Izmir and Montreal, the guest cities of 2018 edition, decided to come back in 2019 on their own to meet with the Lyonnaise crowd once more.

## COLLABORATIONS

### STUDY TOUR: The Gothenbrug Restaurant Association Discovers Madrid

For their General Assembly, Göteborg Restaurant Association chose Madrid for a study tour. Facilitated by Madrid's Tourism Office, this collaboration allowed them to discover Madrid's gastronomic scene, meet with their counterparts and the Madrid institutions. They came home empowered with inspiration and new ideas.

### EXPERT INVITE: European Lab in Madrid

European Lab is a citizen-led debate organized by Arty Farty in Lyon. For a unique session held in Madrid on the topic of «Food as an act of Resistance», Sergio Gil a chef from Barcleona was invited to share his work and commitment. His association «Restaurantes Sostenibles» was also introduced to the City of Aarhus as a good practice for replication. Restaurantes Sostenibles aims to provide methodology for the hospitality industry, looking to undergo a sustainable transformation.

### SHOWCASED: Riga & Portland in Kobe

As part of the Gastropolis Kobe, one of Kobe's biggest food event, The Kobe farm fest invited two Délice cities, Riga and Portland, to present and promote their city through gastronomy. During their stay, they had the chance to meet with officials and city representatives from Kobe.

### PRESS TOUR: Izmir's Culinary show lands in Lyon

A news reporter team from Izmir chose Lyon to shoot a documentary on gastronomic destinations with a focus on the SIRHA, and the ties between Izmir & Lyon through gastronomy.

### STUDY TOUR: Montreal Students visit Lyon & Lausanne

Students from a culinary school in Québec chose 2 Délice cities to organize a gastronomic trip in Europe. Lyon and Lausanne were selected, and it was the occasion for students to meet with local chefs and producers, and discover the gastronomic identity of both cities.

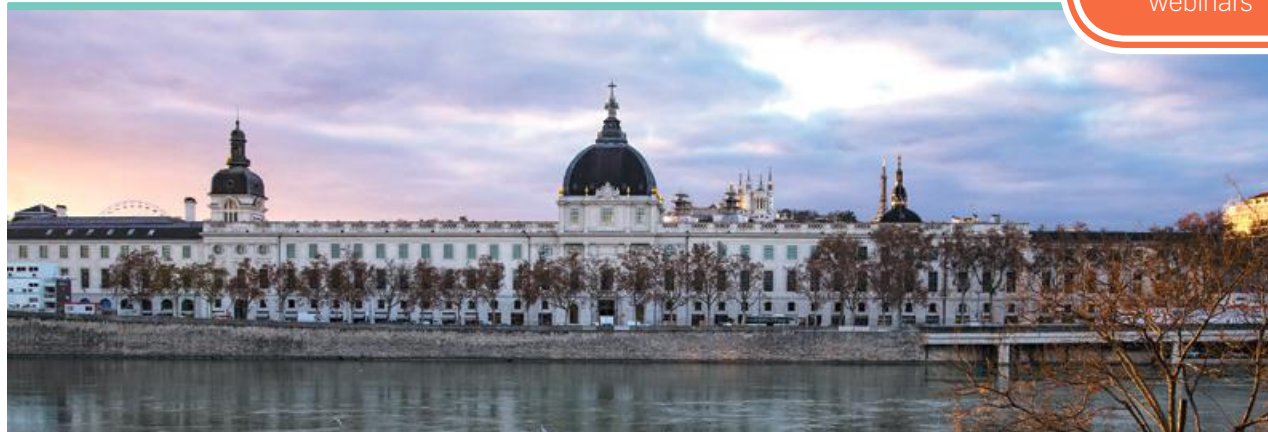
### EXPERIENCE SHARING: Tucson in Montreal

The city of Montreal invited Felipe Garcia, vice-president of Visit Tucson, to share Tucson's experience on using food & gastronomy to define a city's DNA. This presentation was held in the frame of the strategic planning of Montreal as a gastronomic destination.

## Preparing 2020

### Délice Network Meeting Lyon, 5 – 7 May 2020

URBAN EATING CULTURE: Co-organizing the Transito



In May 2020, the founding city of the network will host a Délice meeting for the first time outside the SIRHA. An occasion to discover the new culinary scene of Lyon, with chefs, entrepreneurs & food specialists all devoted to a local, qualitative & sustainable gastronomy.

The Délice members will be sharing knowledge on the challenge of governing the transition towards more sustainable eating practices in cities where the food culture is strong and to be protected.

#### COVID CRISIS

Meeting cancelled, replaced by online webinars

### Délice Network General Assembly Mérida, 27 – 29 Oct. 2020

THE SOCIAL POWER OF FOOD: Empowering communities & building capacities



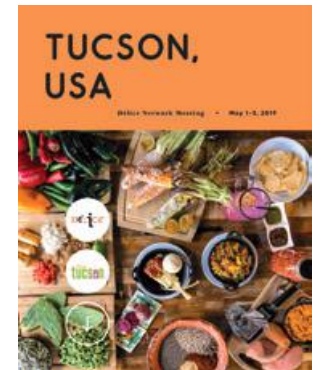
#### COVID CRISIS

Social focus on food resilience & autonomy in cities

Member since 2017, Mérida will welcome its first gathering. The capital city of Yucatan is home of an ancient & rich food culture that strongly contributes to the city's recognition today. While the city is still facing some social challenges in some communities, food has become a tool for social inclusion. This «social power of food» will be discussed during this gathering with experts from around the globe.

## Délice on publications

A general report is published after each Network Gathering with all information on the host city, the knowledge shared and the main topic. The reports on Tucson & Stavanger are available on [www.delice-network.com](http://www.delice-network.com)



## Délice on the web

### SOCIAL NETWORKS

 @delice\_network  
#Delicenetwork

 Délice Network

### DÉLICE WEBSITE



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

## Délice Partners

The work of Délice is supported by the partners & sponsors of the organization







## **DÉLICE NETWORK**

The City Network on  
Food & Gastronomy

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