



PRESS RELEASE

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Gastronomy With The French Taste, Areas offers Guy Martin's latest table to travelers at Paris Aéroport

Because each trip allows travelers to savor rich, culinary experiences, Areas and Paris Aéroport are convinced that gastronomy has a major role to play in airports. Areas, the global concession catering brand of Elior Group, has thus renewed its collaboration with master chef Guy Martin to offer travelers passing through Paris-Charles-de-Gaulle Airport a trendy “bistronomic” table which blends traditional French bistro cooking with gourmet cuisine at The French Taste restaurant.

Now boarding at The French Taste



The French Taste is the brainchild of Paris Aéroport, Areas and Guy Martin; a trio who share a passion for good food and *l'art de vivre à la française* (the French way of life). Under the aegis of Paris Aéroport, whose aim is to increase the number of master French chefs at Paris-Charles-de-Gaulle and make the airport a showcase for French gastronomy, Areas came up with the idea for the I Love Paris restaurant which was inaugurated in terminal 2E in spring 2015. This concept is in line with Areas' philosophy and overall goal to promote the qualitative and fashionable codes of

bistronomy, especially in travel zones. Chef Guy Martin, the owner of the Grand Véfour, composed the menu for this demanding and innovative project which in 2016 was crowned with success when I Love Paris won the award for best airport restaurant in the world¹.

On the back of this success story, Areas, Paris Aéroport and Guy Martin decided to take up a new challenge: The French Taste, a neo-classical brasserie located in terminal 2F.

The French Taste; a high-flying concept

Behind the concept of The French Taste lies a new goal: to offer travelers waiting to board a culinary experience worthy of the most renowned Paris restaurants, with traditional French gastronomic dishes prepared from seasonal products, cooked in a creative way and served in a convivial, refined setting.

Alexandre de Palmas, Chief Executive Officer of Areas France and Northern Europe, said, “*Following the success of the I Love Paris restaurant, we wanted to give more travelers the chance to benefit from the talent and savoir-faire of master chef Guy Martin by proposing a bistronomic table featuring fresh produce and reasonably priced meals, combining local produce and tradition.*”

« *The opening of The French Taste is particularly significant for Paris Aéroport: Chef Guy Martin has renewed his confidence in ADP after the tremendous success of his I Love Paris restaurant. Many of our international*

¹ Airport Food & Beverage Awards (FAB Awards 2016), organized by The Moodie Davitt Report and The Foodie Report

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customers passing through our terminals hope to find the culinary excellence of French cuisine that is so revered throughout the world. We have risen to the challenge with *The French Taste*”, stressed Mathieu Daubert, Director of Customer Relations for the ADP Group.

With *The French Taste*, the challenge for Guy Martin was to create the element of surprise, while remaining loyal to his values of excellence in order to satisfy the connoisseurs and the curious customers. The master chef has clearly succeeded in taking up the challenge in an extremely creative way, while paying close attention to achieving a perfect balance between the different flavors and product origins. His menu, highlighting local produce and tradition, is nevertheless surprising since it also bears the stamp of Guy Martin’s own inventive cuisine.



An example of the menu at *The French Taste*: for starters - cold zucchini and verbena soup, or creamy carrot soup with orange and cumin; followed by a choice of main course - roast milk-fed lamb or poached sea bass with seaweed, and rounded off with a selection of desserts - thin-pastry russet-apple tart, pink praline chips, vanilla ice cream, chocolate mousse with matcha tea and even cheesecake with pumpkin confit, crushed Sicilian pistachio nuts, etc. Other examples of menu specialties include Bayonne Ham rubbed with Salies-de-Béarn salt and left to mature slowly so as to bring out the contrasting aromas of mountain and sea; slow-cooked duck liver, subtly seasoned with a drop of Saint-Emilion, some black pepper, coriander and nutmeg, not to forget the selection of tasty cold-cut platters.

Whether you are one of the 50% of travelers in transit, one of the 39% business travelers or one of the 26% terminal regulars; whether you are alone, with friends or family; whether you are loaded down with luggage or baggage-free; whether you have time to kill or less than an hour before your flight takes off; whatever your situation, *The French Taste* has designed the ideal solution to satisfy your specific demands and needs. Travelers who are pressed for time can opt for the Express Menu designed so that they can savor up to two dishes in less than 30 minutes. Those who are less rushed can take more time to browse through the menu at their leisure, enjoy the surroundings at any time of the day, and choose from one of the breakfast, lunch or snack formulas.

The experience would not be complete without a refined setting and a team of professionals trained in the art of welcoming guests. To design the decor, architect Charles Zana drew his inspiration from the Palais-Royal to create a welcoming, albeit sophisticated, setting. The façade, which evokes iconic Parisian street scenes, invites customers to come in and discover a trendy, cozy spot. The dining-room, with its large central bar counter and tables, its made-to-measure furniture and its photos, generates an atmosphere which evolves throughout the day. The secret? A customized lighting system which alters the lighting to suit the time of the day; yet another example of the care taken over each detail.

At *The French Taste* welcoming guests means caring about perfection. Every guest is ushered to his or her table by the maître d’, and the staff do their very utmost to ensure that all customers’ time constraints are respected. Those who don’t have time to finish their meal may take away the rest, or a slice of cake... iPad menus, translated into eleven languages, with the possibility of posting comments, offer greater flexibility and efficiency, and therefore facilitate ordering. The paper menus are elegant and attractive, the waiters’ uniforms chic and original, and the tableware refined; all of this enveloped by the tasteful choice of music is designed to enhance the food and set the scene to ensure that guests savor a special moment before takeoff.



The French Taste is the perfect blend of sophisticated cuisine, focused on pleasure and well-being, and up-scale service" - Interview with chef Guy Martin

How would you describe The French Taste's menu?

Elegant; refined; distinguished. It reflects a French cuisine that is open to the world, with the great classics and fresh, fine market produce that is prepared and served by a team of highly experienced professionals.

Are there any iconic dishes?

For me, the idea is not to showcase any dish in particular but rather to focus on the spirit of contemporary cooking which blends pleasure with well-being. As such, we use a lot of vegetables in our cooking, even as a base for our juices. This respect for the body obviously goes hand in hand with a spirit of generosity. You could say, this is at the very core of my work; my DNA so to speak.

At The French Taste, priority is given to the finest, fresh produce.

This was a prerequisite right from the outset. We source our ingredients mainly from small local farmers who cultivate organic or pesticide-free produce. We also honor some of the finest regions in France by serving superb cold cuts such as Bayonne Ham sliced on the spot, goose liver from the Sud-Ouest, and cheese from Savoie. We only work with top-ranking suppliers.

On the restaurant bar counter sits a Berkel meat slicer:

For over 100 years, the Berkel name has been synonymous with perfection, reliability, innovation and longevity; values that are proudly transmitted and shared every day by those who enter this profession. Berkel is not just a brand name, but a way of life; a passion. Berkel represents a commitment to elegance and quality. Berkel signifies the love of beautiful things, unique things... it was therefore obvious for me to honor this brand of excellence.

It seems you're developing a bit of a taste for airport restaurants!

Indeed. I Love Paris was a very auspicious beginning. It made perfect sense that, together with Areas, we take this approach to another level in terms of quality, taste and concept. For The French Taste, we came up with a different format for both the menu and the service. In the boarding area, customers have already gone through customs and, even though they are preparing to board, tend to be more relaxed. We wanted to offer travelers a savory and friendly experience by providing a service that is particularly attentive to their needs. To make travelers feel more at ease, our menus are translated on iPads and all of our waitresses and waiters are either bilingual or trilingual. For The French Taste, taking into account the time travelers have to eat is key to ensuring that their individual needs are respected.

"We wanted to create an atmosphere that was at once refined and friendly which, like Guy Martin's cuisine, blends traditional and modern styles." Four questions for interior designer Charles Zana

Was designing this space in an airport a challenge for you?

No, it wasn't a matter of challenge, but rather one of friendship! I know Guy Martin very well, and the idea of transposing his Grand Véfour universe to this airport space was particularly appealing. I drew my inspiration from the Palais-Royal, whose spirit immediately transports visitors into a refined atmosphere which is synonymous with being able to savor a privileged moment.

How is this refined atmosphere reflected in your work?

It is present in every detail, but it is not ostentatious. The large central bar counter made out of wood and Carrare marble sets the tone and conveys the message that this is not a standard restaurant, but one where guests can dine at the bar if they so choose, and do what takes their fancy. Magnificent black enamel tables are placed around the counter, in this setting which is very convivial, and like the cuisine of Guy Martin blends traditional and contemporary references. Assorted Thonet chairs and sage-green sofa seats designed especially for the restaurant create an atmosphere that welcomes guests and makes them want to rest a while. Even the smallest details have been thought through carefully to ensure guests feel comfortable.

Let's talk about these details, since they also play a role in creating the charm of the venue.

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We played with the mirrors, which reflect the dining area and help get a better understanding of the space. The painted wooden walls are very convivial. We also worked hard on the color scheme, which is based on grey and green tones with small touches of gold, and installed a grey floor with lighter lines and tinges of ochre. It's very harmonious. Since we really wanted to underscore the spirit of the Palais-Royal, we selected some detailed photos of the Palais gardens. Very subtle. These are exhibited as if in a gallery.

The lighting is also an important factor...

Yes it is. We carried out an extensive lighting study since we wanted to ensure the comfort of all guests visiting The French Taste, be it for 10 minutes or one and a half hour, morning or night. We therefore decided to modulate the lighting system to match the time of day; more tonic at midday and softer at the end of the afternoon. The idea is to make guests forget that they are actually in an airport, no matter what time of day it is. This is felt from the moment the visitor enters the restaurant whose façade is inspired by iconic Parisian street scenes.

The French Taste

Paris-Charles-de-Gaulle Airport - Terminal 2F

Breakfast menu from €9

Starters from €10; main course from €15; desserts from €8

Cheese and cold-cut platters to share from €19.50

Three-course meal (starter-main course-dessert) €38; Two-course meal (starter-main course, or main course-dessert) €26

About Elior Group

Founded in 1991, Elior Group has grown into one of the world's leading operators in the catering and support services industry, and has become a benchmark player in the business & industry, education, healthcare and travel markets. Now operating in 16 countries, the Group generated €6,422 million in revenue through 25,000 restaurants and points of sale in FY 2016-2017. Our 127,000 employees serve 5.5 million people on a daily basis, taking genuine care of each and every one by providing personalized catering and service solutions to ensure an innovative customer experience.

We place particular importance on corporate social responsibility and have been a member of the United Nations Global Compact since 2004 and we reached the GC Advanced level in 2015. The professional excellence of our teams, as well as their unwavering commitment to quality and innovation and to providing best in-class service is embodied in our corporate motto: "Time savored".

For further information please visit our website: <http://www.eliorgroup.com> or follow us on Twitter: @Elior_Group

About Areas

Areas is one of the global leaders in the travel catering and retail industry, generating €1.774 billion in revenue in 2016-2017. A global brand of Elior Group, Areas welcomes 330 million customers each year in 2,000 restaurants and points of sale in 14 countries, throughout Europe as well as in the USA, Mexico and Chile. As the caterer of choice in the travel and leisure markets, focusing on quality for 50 years, Areas is present in transportation hubs large and small across the world (airports, train stations, motorway service plazas), as well as in exhibition centers and leisure parks. Building upon a culture of operational excellence, Areas draws on its in-depth understanding of travelers' needs and the most extensive range of catering concepts on the market to offer the perfect blend of ingredients for each of its 900,000 daily customers to savor.

For further information: <http://www.areas.com> Areas on Twitter @Areas / @Areas_FR / @Areas_ES

About Groupe ADP

Groupe ADP develops and manages airports, including Paris-Charles de Gaulle, Paris-Orly and Paris-Le Bourget. In 2017, the Group handled through its brand Paris Aéroport more than 101 million passengers and 2.3 million metric tonnes of freight and mail at Paris-Charles de Gaulle and Paris-Orly, and more than 127 million passengers in airports abroad through its subsidiary ADP International. Boasting an exceptional geographic location and a major catchment area, the Group is pursuing its strategy of adapting and modernizing its terminal facilities and upgrading quality of services; the Group also intends to develop its retail and real estate businesses. In 2017, Group revenue stood at €3,617 million and net income at €571 million. Registered office: 1, rue de France, 93 290 Tremblay-en-France. Aéroports de Paris is a public limited company (Société Anonyme) with share capital of €296,881,806. Registered in the Bobigny Trade and Company Register under no. 552 016 628.

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