

KEYS TO SUCCESS

NEWSLETTER N°2 : GASTRONOMY

The French Service Art

"What we call the art of entertaining is giving pleasure through good food, a beautiful table, a smile, and a host of little touches. In France, we make it a point of honour to organise this moment of friendliness by meticulously preparing all the ingredients for a total spectacle. "Paul Bocuse"

Without service, there is no gastronomy. A well-laid table, impeccable gestures are

The service has been highly codified since the 17th century, but it was in the 19th century that the rules were established. For example, there are :

Service at the side table or Russian style.

For it was Prince Alexander Kurakin, Russian ambassador to France from 1808 to 1802, who honoured it)

The plates are laid out in front of the customer. The dish is first presented and then placed on a side table for preparation and cutting. It highlights the main part of the meal, the steak or the roast.



The French Service

LThe table is set, the food arrives in dishes and the customer serves himself from the left



Serving with tongs

which is the act of serving from the dish to the plate with the help of tongs (spoon and fork together)



Serving on the plate

The plates are set up in the kitchen and brought to the customer

Flambeing

A cooking process in which alcohol is added to a hot pan to make it flambé. This technique is part of the Russian service

this cooking process is used in traditional gastronomy to flambé fruits, meats or fish and especially the famous **crêpes suzette**



Wine Service

Service is also the art of serving wine:

Decanting consists in separating the deposit of a wine (its solid part) from the wine itself. Decanting is the act of aerating the wine, so that the wine (often young) can become fuller and more mature



Tableware in France

As well as service, the art of the table is inseparable from French gastronomy: eating from beautiful plates and drinking from crystal glasses reinforces the pleasure of tasting refined dishes and is part of French life. The art of the table in France has a very important place in the restaurant business, whether it is silverware, porcelain or even glasses.

These arts have been developed since the Renaissance and have been strengthened since the 17th and 18th centuries

Some big names in the field of table services

Limoges porcelain since 1797

Sèvres porcelain once used by kings and now used by the President of the French Republic at the **Élysée** Palace

Some of their plates can be made of silver, steel or even gold.

Major Haute Couture houses such as Dior and Hermès are developing their own collections



Hermès porcelain



Limoges porcelain



Sèvres porcelain used for large receptions by the french president E.Macron

Silverware is an integral part of tableware with some great names of silversmiths: Ercuis, Christofle, Puiforçat (silverware of the Elysée)



And finally, **glassware** : wine glasses or water goblets can be made of glass or crystal. The main French crystal manufacturers come from the Grand-Est Region:
Daum, Lalique, Baccarat (Elysée crystal factory)



The French gastronomic meal

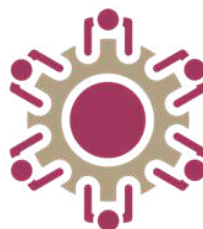
"The French gastronomic meal" was registered in 2010 as a Unesco intangible heritage: the most important moments in people's lives, such as births, weddings and anniversaries, are celebrated

It is a festive meal in which the guests practice the art of "eating well" and "drinking well". The gastronomic meal emphasises the fact of being well together, the pleasure of taste.

Attention must be paid to the choice of dishes; to the purchase of good products, preferably local, whose flavours go well together; to the marriage between the dishes and the wines; to the decoration of the table.

The gastronomic meal must follow a well-defined pattern: it begins with an aperitif and ends with a digestif, with at least four courses in between, namely a starter, fish and/or meat with vegetables, cheese and a dessert.

Le repas
gastronomique
des Français®



Patrimoine
de l'UNESCO

The French Gastronomy : some key dates

1486

Creation of
the first
cookbook by
Guillaume
Tirel called
"le viandier"

1533

Marriage of
Catherine de
Medici to
Henri II.
Cooking was
then
recognised as
an art of living

1847

Creation of
the first
Michelin
guide which
awards stars
to the best
restaurants

1900

Antonin
Carême, a
famous pastry
chef, stated
that chemistry
was used in
cooking. He
created the
first pièce
montée..



Livre de tail-
levent grant cuy-
sinier du Roy de
France



1939

2003

2011

Renowned French establishments were exporting abroad. The French Restaurant opened its doors in New York, offering Americans a taste of French gastronomy

Restaurateurs were under enormous pressure throughout their careers. Chef Bernard Loiseau committed suicide in the kitchen of his restaurant La Côte d'Or. He was threatened with losing his third Michelin star

Expansion of food trucks in France and revisiting the gastronomic version of fast food



Festive products, exceptional products, strength of the French gastronomic heritage

In France, there are several festive products that are used for the end of year celebrations or to celebrate important events

Among the products used for the festive season are **foie gras, truffles, oysters, caviar, scallops, and snails.**

Chocolate plays an important role in the preparation of **chocolate truffles and orangettes**, for example. Another festive dessert is the **Yule log**.

Champagne is also part of the festive products.



Here is a menu that could include some festive products.

Menu

Lightly cooked shellfish in their sea juice.

Made from the force-feeding of geese and ducks, a speciality of the south-west, it is eaten raw or semi-cooked.

Foie gras



Poached Oysters



Snails



Snails in parsley and garlic butter.

Pan-fried scallops with truffle shavings



Chestnut capon



Or



Fattened castrated rooster with chestnuts in butter

Hind steak with cranberries

5 French cheeses

Sainte-Maure de Touraine, Bleu Auvergne, Reblochon, Munster, Comté



Yule log
Or
Ice cream



Coffee, chocolate truffles, orangettes



Starred chefs VS M.O.F, two French-style distinctions!

The MOF (Best workman in France) competition is organised every 3 or 4 years. Professionals validate a high level of excellence and competence. There are several categories and sub-categories such as best workman in France in "cuisine-gastronomy", "wine waiter" or "pastry and confectionary".



The winners of the MOF chefs can be recognised by the blue-white-red embroidery on the collar of their kitchen jacket (photo opposite). This highly selective distinction provides an additional professional qualification and delivers the national diploma equivalent to A level +2.



What is a Michelin star chef ?

Since the beginning of the 20th century, there has been a book called the Michelin Guide, a reference in the field of gastronomy, which classifies gastronomic and tourist establishments according to the quality of their services by awarding them stars.

Three-star restaurants are rare and prestigious, in fact in France in 2021, 30 restaurants have received this prestigious distinction of "3 stars". Arnaud Lallement and his restaurant "l'Assiette Champenoise" in Reims obtained 3 stars in 2014.



Some French chefs ...



Philippe Etchebest

Our French "Gordon Ramsay". A talented chef, he began his career at the "Clos Longchamp", the first restaurant chain to receive 2 stars! MOF chef in 1995, he continued to climb the ladder and opened renowned restaurants throughout France, his latest restaurant, a brasserie, is located in Bordeaux "le Quatrième Mur" For several years this chef has been taking part with others in TV cooking.

<https://quatrieme-mur.com/>



Anne-Sophie Pic

A great chef at the head of a 3-star Michelin restaurant who is constantly on the lookout for new, complex flavour combinations. She likes to seek out tastes that are not consensual, such as bitter, acidic, iodized, roasted, smoked, etc., in order to tame them. She works with unloved or neglected products such as beetroot, turnip or cabbage.

<https://anne-sophie-pic.com/valence/#hotel>





Thierry Marx

A starred chef, he began his career as a chocolatier, then continued in luxury cuisine, introducing his clients to molecular cuisine. He recently took over the restaurant at the Eiffel Tower in Paris, "Le Jules Verne". He has been selected by the CNRS to prepare the meals to be eaten by the French astronaut Thomas Pesquet during his space mission.

<https://www.thierrymarx.com/lesurmesure.php>



Hélène Darroze

Hélène Darroze became one of the most starred women chefs in the world. She runs two establishments with an iron fist, one in London "at The Connaught" and one in Paris "Marsan". Her cuisine is fine and delicate, with the flavours of her native region, the South West, and more particularly the Landes. We find all the local products (poultry, peppers, beef from Galicia...)

<https://www.marsanhelenedarroze.com/>

