

A full-body photograph of a chef, Yannick Alléno, standing against a plain white background. He is wearing a crisp white chef's jacket with a high collar and a long, flowing white apron that reaches down to his knees. The apron has a thin black belt. He is also wearing black trousers and black dress shoes. He has his hands on his hips and is looking directly at the camera with a slight smile. The lighting is bright and even, creating a soft shadow on the floor beneath him.

PRESS KIT

YANNICK ALLÉNO GROUP

YANNICK ALLENO

CHEF



Yannick Alléno was born in Puteaux and grew up in the Parisian suburbs where he spent his childhood in the kitchens of bistros run by his family. At age 15, he began to learn from the great chefs and started his career at the Royal Monceau in Paris under Gabriel Biscay. He then joined Sofitel Sevres under Roland Durand followed by Martial Enguehard.

It was however at Drouant, under Louis Grondard that his maturity and determination came to the fore. He consolidated his skills under the tutelage of this great chef, whom he greatly admires. Thereafter he took his place among the greatest chefs and was appointed head chef of the kitchens at Scribe.

He was awarded his first Michelin star in 1999 in recognition of his work and his creativity, and was rewarded again in 2002 by a second star.

In 2003, Le Meurice entrusted their kitchens to him and he was rapidly awarded two Michelin stars in 2004 and then a third in 2007, thanks to his very specific cuisine.

In 2008, he created his company with Florence Cane.

In 2010 Gault & Millau honoured him with 5 toques.

On January 2013, Yannick Alléno left Meurice's kitchen after a ten-year collaboration.

On the 1st of July 2014, Yannick Alléno took over the culinary management of the Pavillon Ledoyen in Paris, and opened Alléno Paris which, after only 7 months, was awarded 3 stars in the Michelin Guide.

In 2015 he was elected chef of the year by the Andrews Harpers and Gault & Millau.

In 2017, the restaurant Alléno Courchevel (Le 1947 at Cheval Blanc) is rewarded with a third Michelin star. A supreme and historic distinction for the chef who from now, holds two restaurants with three Michelin stars.

Yannick Alléno is a member of the exclusive circle of the greatest chefs in the world. He has consecrated his life enthusiastically to his passion and has created a strong French cuisine, rich in history and yet ambitiously creative. His visionary approach to the culinary arts, which pairs knowledge and excellence with audacity, leads him to experiment endlessly, in order to find the purest, quintessential flavours.

He pushes the boundaries with his curiosity and talent, to create the basis for a new type of cuisine that is truly unique, Modern Cuisine. Nowadays, this multi-starred chef manages 16 restaurants all over the world.

MODERN CUISINE

MODERN CUISINE

Modern Cuisine is a culinary movement started by Yannick Alléno in 2013.

Modern, visionary and singular, it strives to bring together perfect techniques that are found in great traditional French cuisine with a real creative ambition, in which research holds an essential place.

Respectfully tipping his hat to the great work done by his predecessors in *Nouvelle Cuisine*, Yannick Alléno today proposes his *Manifesto of Modern Cuisine* in which he lays out the basic principles of this new cuisine.

1. Serve fresh products.
2. Respect the seasons.
3. Highlight foraged produce.
4. Prioritise plants/vegetables.
5. Be inspired by the flow of the French Gastronomic Meal.
6. Make the aperitif an exciting moment.
7. Serve bread as a speciality.
8. Make the main course the centre of the meal.
9. Be creative with cheese, to make a link between sweet and salty.
10. Assemble flavours in your desserts.
11. Create, invent, don't just rework.
12. Prioritise new techniques.
13. Use revolutionary culinary tools.
14. Perfect the extractions for making jus (juices).
15. Concentrate, don't evaporate.
16. Ferment, age, marinade, when necessary.
17. Prioritise service in the restaurant.
18. Refine food and wine pairing.

Since 2013, Yannick Alléno has been carrying out research and development on French cuisine. Through study and experimentations, he works to modernise one-by-one the pillars that are the basis of French cuisine. This renaissance is a journey rich in flavour, that takes us right to the core of French cuisine's DNA.

The first pillar that has been closely studied, is sauce, which can now be perfected, thanks to the revolutionary, modern and patented technique created by Yannick Alléno in 2013: the Extractions®.

The second pillar is fermentation, which opens the possibility of studying the 'gastronomisation' of the terroir.

SAUCES/EXTRACTIONS®

“Sauce is a verb of French cuisine”

Yannick Alléno

Sauces have always been the backbone of French cuisine. They bring together the different elements on the plate and create coherence and harmony.

In spite of the fact that sauces have rather fallen out of favour in the last decades, Yannick Alléno has chosen to go against the current and to reintegrate them fully into his cuisine, creating recipes which are remarkably flavourful and healthy.

This re-appropriation opens the first chapter of his reflection on a renaissance in French cuisine.

In 2013, with the help of Bruno Goussault - scientific director of a center of research and studies about alimentation (CREA) -, Yannick Alléno created a unique and revolutionary process which allows the concentration and perfection of flavours, providing them with texture, a long finish and minerality. This process is called Extraction®.

Up until now, the essential concentration of flavours was achieved by evaporation using heat. Extraction®, by using the right cooking temperature preserves the elements from destructive heat and brings the products to the fore, so that they render and develop their purest flavours, without adding any fat or other ingredients (except possibly, water).

Extraction® = Cooking at the right temperature + Cryo-concentration

Modern sauce = blending of several Extractions®

With this new Extraction® technique, Yannick Alléno believes that a chef's work takes on a new dimension and opens up infinite possibilities, allowing for greater creative freedom.

THE HISTORY OF SAUCE

<ul style="list-style-type: none"> ◦The beginnings of foraging and hunting ◦The discovery of fire (- 500,00 years) with movement from raw to cooked and smoking meat. ◦Beginnings of fermentation and salting.  <p>PREHISTORY</p>	<p>The growth of condiment sauces:</p> <ul style="list-style-type: none"> - Muria (salty) - Garum (fermented fish sauce, ancestor of nuoc mam) - Dulcia piperata (peppered sweets) <p><i>Chef: Apicius - De re coquinaria</i></p>  <p>ANTIQUITY</p>	<ul style="list-style-type: none"> ◦Development of roasting (meat juices) and the use of spices, marinades, deglazing (verjuice, vinegar). ◦Binding and thickening: bread, breadcrumbs, boiled egg yolk. ◦Use of muslin to homogenize sauces. <p>Sauces: camelina, saupiquet, dodine (milk, wine, verjuice), sauce Robert (white wine, vinegar, mustard), poivrade (pepper, wine).</p> <p><i>Chef: Taillevent - Maître Chiquart</i></p> <p>→ Asia: soy sauce (China: Song dynasty), shoyu in Japan, nuoc mam fermented fish sauce) in Vietnam. → Arab-Andalusian: vegetable garum, pickled vinegar sauce (<i>Fudalat al-Khivan, 1238</i>).</p> <p>MIDDLE AGES</p>
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<ul style="list-style-type: none"> ◦The arrival in France of plants from the Americas (corn, haricot beans, chocolate, Caribbean sugar) tomatoes and potatoes only used much later. ◦Use of lard, butter and milk (15 sauces popular around time of Rabelais, 1494-1553). ◦Italian influence. <p><i>Chef: Bartolomeo Sacchi (1421-1481)</i></p>  <p>RENAISSANCE</p>	<ul style="list-style-type: none"> ◦Improvements in reductions, roux (butter and flour to thicken sauces), bases, bouquet garni... ◦Aristocrats invent sauces: Béchamel, hollandaise, coulis, meat juices... <p><i>Chef: La Varenne (1618-1678)</i></p>  <p>THE «GREAT» 17th CENTURY</p>	<ul style="list-style-type: none"> ◦Increasing number of “mother sauces”: soubise, villeroy, mayonnaise (emulsion of oil and egg yolk). ◦Use of duxelle (onion, mushroom), mirepoix (ham, carrot, celery, onion, spices). ◦Spread of roux sauces. ◦Louis XV: food lover. <p><i>Chef: Vincent La Chapelle (1690-1745)</i></p>  <p>18th CENTURY</p>
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<ul style="list-style-type: none"> Classification of mother sauces (espagnole, velouté, allemande, béchamel). Lesser daughter sauces (Antonin Carême collects 60). <p><i>Chef: Antonin Carême (1784-1833)</i></p> 	<p>New classification of around 200 sauces by Auguste Escoffier (le Guide Culinaire):</p> <p>Cooking bases, roux, basic mother sauces, daughter sauces, mixed brune sauces, daughter white sauces, warm sauces anglaises, cold sauces. Mixed butter sauces (béarnaise, beurre blanc, nantais), marinades, brine, jelly.</p> <p>*Technology: electric whisk (1908), mixer (1922).</p> <p><i>Chef: Auguste Escoffier (1846-1935)</i></p>	<p>Nouvelle cuisine</p> <ul style="list-style-type: none"> Increasing scarcity of sauces, replaced by reductions. Disappearance of the sauce chef from most kitchens: mousses, siphons. <p><i>Chefs: contemporary</i></p> 
<p>LATE 18th AND 19th CENTURIES</p>	<p>LATE 19th AND 20th CENTURIES</p>	<p>SECOND HALF OF THE 20th CENTURY</p>

- Foams, warm jellies (chemistry), siphon.
- New ideas about sauces (2010) "Sous-vide cooking at the correct temperature" and cryoconcentration (through freezing) allowing for extractions.
- New taste nuances.

Chef: Yannick Alléno



21st CENTURY

YANNICK ALLÉNO
VINCENT BRENOT

SAUCES

REFLECTIONS OF A CHEF

hachette
CUISINE

THE HISTORY OF SAUCE (click here to see the film)

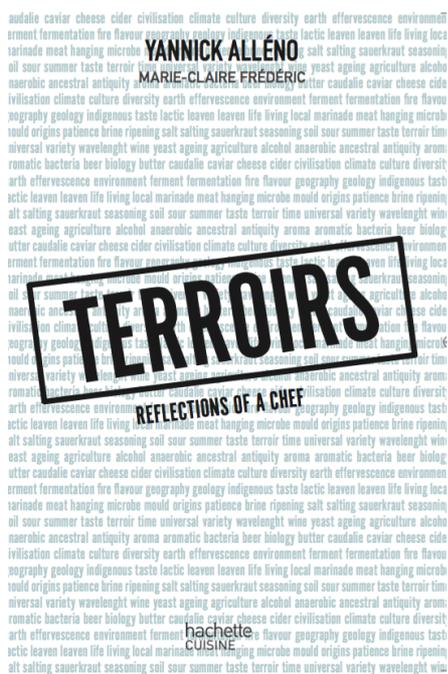
This first chapter is fully explained in a first book: *Sauces, reflections of a chef*, May 2014, Hachette Cuisine.

TERROIRS/FERMENTATION

“Fermentation and reduction are the foundations of the gastronomisation of the terroir.”

Jean Vitaux

The story began in 2014, when Michel Chapoutier told Yannick Alléno: *“Only fermented products bring out the true value of their terroir of origin”*. That is when the chef behind the Modern Cuisine movement understood that terroir is not simply about place and geography, but rather a true signature. It is the impact soil can have on a product. He decided that the second chapter of his *Reflections of a chef* series should focus on terroirs as seen through the lens of fermentation. He quickly understood certain fundamentals. Firstly, fermented products are everywhere in cuisine – even if they are often not identified as such (for example, chocolate, wine, coffee, tea, cheese, ketchup, and bread); secondly, fermentation is too often limited to its ancient function of preserving food.



So Yannick Alléno began a series of experiments to analyse the impact of heat on fermented products. This allowed him to understand that only by cooking products at exactly the right temperature can their gustatory qualities be truly released. He then suggested combining fermentation – which provides a product with energy and “wavelength” – and his revolutionary technique of Extraction® (detailed in *Sauces*) that reveals the true tastes, to obtain – as with wines – extraordinarily powerful flavours, unique and specific to the soil. Thanks to these experiments, Yannick Alléno can now say with certainty – and proof – that a seed of Monarch celeriac does not have the same taste when grown in the Parisian region

as it does in Normandy. More than opening up new culinary horizons, fermentation offers the culmination of the culinary art: the “gastronomisation” of the terroir.

This second chapter is the subject of *Terroirs, reflections of a chef*, July 2016, Hachette Cuisine.

RESTAURANTS

ALLENÔ

STAY

TERROIR PARISIEN

ALLÉNO, GASTRONOMIC EXPERIENCE



Alléno restaurants provide the ultimate gastronomic experience by proposing the modern and unique cuisine of Chef Yannick Alléno.

Creative, technically perfect, structured and delicate, the dishes are served in a particular sequence and offer the diner a majestic experience of flavours.

Here, the moment is sacred, the setting perfect, the china sublime, the service exceptional and the wine list, dazzling.

The experience is orchestrated with finesse, fluidity, smiles and attentiveness to create a completely perfect moment.

These Michelin-starred restaurants (some have three) are places where time is suspended and life and flavours become more intense.

ALLENO PARIS AU PAVILLON LEDOYEN***

LE 1947 AT CHEVAL BLANC COURCHEVEL***

ALLENO MARRAKECH AU ROYAL MANSOUR

ALLÉNO PARIS AU PAVILLON LEDOYEN



Since July 2014, Yannick Alléno has been at Alléno Paris au Pavillon Ledoyen. He brings to one of the most historic places in Paris the skills he learned from the greatest chefs (often Meilleurs Ouvriers de France, such as Gabriel Biscay, Roland Durand, Martial Enguehard, Jacky Fréon, Louis Grondard et Manuel Martinez), and also the modernity of his unique approach to French cuisine.

Pavillon Ledoyen, famous since 1792, is on the most beautiful avenue in the world (the Champs-Élysées) and since 1842, is a unique and special place and now, the home of Chef Yannick Alléno.

Light floods in to the superb neo-classical building through innumerable bay windows and the 45 guests in the three-star restaurant feel surrounded by nature.

The beautifully ornamented woodwork is classified as a historical monument, and is offset by contemporary chandeliers by Louis Cane, which perfectly contrast the subtle gilding of Bernardaud porcelain, and the unique dinnerware created by Serax.

In this grandiose yet intimate room, each detail is carefully arranged, from the immaculate table linen to the sparkling Riedel crystal glasses, as well as the silverware, engraved with the restaurant's initials. The sauce boat has pride of place, waiting to add something special to each dish.

The chef's modern and unique cuisine finds its perfect setting here and can be experienced

in all its subtlety. Extractions® are used for the sauces, fermentations evoke the 'terroirs' and the courses delicately follow each other. The food is structured, architectural and carefully researched. « Bouillités » is a contraction of Bouillons (broth) and Crudités (raw vegetables), the celeriac purée which accompanies the Wagyu beef (grade 4) is served in a clay crust, the avocado ripens for 18 months on the tree before being served and the sea-urchin soup is served in a charred grapefruit skin.

Each dish - superbly surprising, as much in its fine taste and long finish as in its presentation - demonstrates the recognisable creative and uncompromising approach of this Parisian chef.

This temple to gastronomy can also offer more flexibility and a more reasonable culinary experience. On weekdays, the 'Principal' menu suggests an affordable gastronomic solution for lunch. Served in 30 minutes, main course, coffee and some mignardises from 78 euros.

Alléno Paris - Pavillon Ledoyen

Carré des Champs-Élysées

8, avenue Dutuit - 75008 Paris

Reservations: +33 (0)1 53 05 10 00 - ledoyen@yannick-alleno.com

Open from Monday to Friday and Saturday evening, from 12pm to 2:30pm, and from 7:30pm to 10pm.

Three Michelin star restaurant since February 2015 and five Gault & Millau toques since October 2014.

Alléno Paris is part of Les Grandes Tables du Monde association, the Relais & Châteaux collection. In April 2017, the worldwide ranking of the World's 50 Best Restaurants awards its 31st place to Alléno Paris.

LE 1947 AT CHEVAL BLANC COURCHEVEL



At the heart of the French Alps, Cheval Blanc – the sumptuous palace hotel owned by LVMH – holds Alléno Courchevel since 2008 (only for dinner in the winter season).

Rewarded in 2010 by two Michelin stars, this exceptional refuge on top of the mountain has been proudly heralding a third star since February 2017.

Advocating a modern and refined culinary art, Alléno constantly improves the codes of gastronomy. Unexpected and even exclusive pairings offer the quintessence of the chef's work to the 22 guests.

Designed by Sybille de Margerie, in white shades and with stone and wood, the decor is warm, voluptuous and enveloping. Sleek, intimate and sober, Le 1947 at Cheval Blanc Courchevel centers around a striking perforated Corian sphere, a behind-the-scenes invitation to discover the chef's secret.

Le 1947 at Cheval Blanc Courchevel

Le Jardin Alpin - 73120 Courchevel 1850

Reservations: +33 (0)4 79 00 50 50

Open from December to April, only the evening from 19h30 to 22h30, from Tuesday to Sunday

Three Michelin stars and five Gault & Millau toques, Le 1947 at Cheval Blanc Courchevel is also part Les Grandes Tables du Monde association.

ALLÉNO MARRAKECH AT ROYAL MANSOUR



Since 2010, Alléno Marrakech has been offering its modernity through two culinary universes: a French and a Moroccan one. On both sides of the blue patio, La Grande Table Française and La Grande Table Marocaine unveil their very unique, modern gastronomy.

In the blue antechamber paved with Brazilian marble (assembled and polished by local artisans thought), under the large curtains set embroidered with real pearls and nearby the fine mosaics fountain, it is nice to have a drink.

LA GRANDE TABLE FRANÇAISE



This gastronomic restaurant offers Yannick Alléno's modern cuisine. Synonymous of a starred excellence and the genius for the art of living, Alléno Marrakech is a delicate French enclave in this generous Moroccan universe.

Creative and extremely refined, the menu resumes the chef's work around sauces and terroir in the respect of local raw products. Created according to the seasons with exceptional Moroccan products (the nearby coast seabass and turbot, the Dakhla bay blue lobster, the Moroccan black truffle, vegetables from the Royal Mansour garden or the veal from the domains), the dishes are still typically French.

With "L'expérience", the ultimate tailor-made menu, the chef suggests to create a completely personalized gourmet tour for his guest; after a real exchange with the *maître d'hôtel* on one's preferences and desires, the menu is designed "à la minute".

In this room with vertiginous ceilings, the decor skilfully combines white and sand shades for a romantic and elegant atmosphere. The beige curtains, as light as the wind, install a sense of grandeur whereas the white marble floor answers the immaculate walls, richly chiselled by Moroccan patterns.

The enveloping armchairs, covered with a grege and white contemporary fabric, surround coated tables. The china, inspired by the local traditional drawings, has exclusively been designed for the restaurant by Yannick Alléno and the Onde® plates have found their perfect jewellery case. Those very special plates the French chef has created have a singular base that can be turned upside down at dessert time to unveil a different pattern and a whole new scenography. To remind us of the walls, the Saint-Louis crystal glass are delicately sculpted and inlaid with silver.

In this place where serenity is praised, everything is settled to offer the best French-style gastronomic experience in Morocco.

Open every day, only for the dinner from 7.30pm to 11pm

LA GRANDE TABLE MAROCAINE



Famous as a key reference when it comes to Moroccan gastronomy, Alléno Marrakech at Royal Mansour offers the gustative richness of the ancestral well-known Moroccan cuisine through the sincere and modern vision of a French starred chef.

“Moroccan terroir is rich in colours, flavor, subtlety, honesty. To translate its culinary traditions into the language of fine dining, you must be sure not to betray those qualities.” Yannick Alléno

The menu is the result of a long and rigorous work of research and a full understanding of the local traditions, ancestral know-how and singular resources of this wonderful cuisine. It includes what we could first define as ritual recipes and popular products though they are nothing alike the original thoughts: raw products are restyled, textures are transcended, simplicity is honoured, flavors are refined and sauces are lightened. Meat stew, tangia, lamb barbecue... These conventional cooking methods are perfected by current technologies, always following the right cooking temperature principle. As a perfect combination of tradition and innovation, the guests are able to rediscover the four seasons of this generous and colourful cuisine that has guided Moroccan eating habits for centuries.

Like la Grande Table Française, la Grande Table Marocaine offers stunning proportions but in a warmer way. The tapestries are thicker; the walls are divided by a white gypserie frieze: sand coloured tadelakt covers the top while a brown stone mosaics covers the base. A beautiful ancient Moresque-inspired cloth covers the wooden, sculptured

armchairs. The tables are made with Melchior and carefully handmade chiselled; the restaurant doesn't use any tablecloth to let the guests admire artisans work.

On them, a succession of small porcelain plates (with gold or silver mosaics) take place next to Melchior candlesticks created by the chef himself. Saint-Louis glittering Crystal glasses provide the place with a warm ambiance, in amber shades.

Lastly, the restaurant invites its guests to an emotional moment, with a ritualized service; Moroccan habits and traditional customs such as hands refreshment and tea service are highlighted and accompanied by a soft music playing, meanwhile the service team is concentrate on the service, wearing redesigned traditional dresses.

Royal Mansour Marrakech

Rue Abou Abbas El Sebti - Marrakech 40000, Maroc.

Reservations: +212 (0)5 29 80 82 82 - restauration@royalmansour.ma

Open every day except on Monday, only for dinner, from 7.30pm to 11pm

La Grande Table Marocaine is part of les Grandes Tables du Monde association.

STAY, MODERN FINE DINING RESTAURANT



With a deliberate desire to take his stars around the world, Yannick Alléno is developing STAY as the embodiment of his concept of the modern, typically Parisian restaurant, as well as the perfect expression of his gourmet philosophy based upon listening, adapting, sharing and experimenting.

The modern restaurant is an inspired restaurant offering guests the chance to rediscover exceptional cuisine, the best of traditional hospitality coupled with today's realities and interactive experiences throughout the culinary moment.

With STAY, Yannick Alléno turns the spotlight on the precision of French cuisine, uniting it with affordable refinement and unbridled creativity. Elegant, precise and instantly understandable, his cooking expertly combines classic techniques and contemporary trends to better respond to our irrepressible desire for the new. This unique restaurant also aims at celebrating the ultimate, guilt-free indulgence of a tailor-made dessert that seduces whoever looks through the Pastry Library's shop window.

The STAY promise: across the world, bring to life a culinary experience of French taste that follows the rules of a cultivated experience, while remaining accessible, in a setting that is undeniably Parisian, chic and relaxed.

Should you need more information on the STAY concept, do not hesitate to ask for the dedicated press kit.

STAY DUBAI

STAY SEOUL

STAY DUBAI



The collaboration between Yannick Alléno and One&Only started in October 2010 at One&Only The Palm ***** located in Dubai's Jumeirah artificial island.

STAY Dubai offers a pure fine French gastronomy. From the Parisian essentials - Black Angus beef "Café de Paris", with pommes frites and our signature black pepper sauce -, to the modern dishes such as in the Extractions® pairing menu. The whole menu suggests a wide selection of tasteful dishes which symbolize the multi starred chef's unique know-how, refinement, and creativity.

Desserts are indispensable in that modern fine-dining. The "Pastry Library", an impressive piece of furniture located in the heart of the restaurant, exhibits all sweets and desserts. Behind its counter and always glad to exchange about his passion, the pastry chef finishes his masterpieces. For sure, guests are invited to stand and come closer to choose their last indulgence.

Open only for dinner, STAY can gather 60 guests in a warm and comfortable setting. On the floor, the black marble is covered with a huge thick carpet featuring large arabesques; the dark wooden walls, the twisted white columns and the vaulted ceilings adorned with baroque black crystal candelabras create a subdued opulent atmosphere, ideal for a moment of conviviality.

Located on the first floor of the hotel, the restaurant offers an unparalleled view on the resort's grand pool and Moorish inspired gardens. Also benefiting from a large terrace, it is the perfect place to enjoy the winter's warmth.

STAY Dubai

One&Only The Palm

West Crescent, Palm Jumeirah – P.O Box 114843 – Dubai; United Arabs Emirate

Reservations: +971 (0)4 440 1030 - restaurant.reservations@oneandonlythepalm.com

Open from Tuesday to Sunday, only for dinner, from 7pm to 11pm

STAY SEOUL



In April 2017, STAY Seoul opened in the exciting neighbourhood of Gangnam, in the heart of the South Korean capital.

Ideally situated on the 81st floor of the superb and monumental Lotte World Tower – at 555 meters, the highest tower in north Asia and the fifth highest in the world – STAY Seoul benefits from a breath-taking panoramic view of the city thanks to its floor-to-ceiling windows.

Guests, who will be stunned by the view and immediately impressed by the size of the room and its ceiling height of 5.5 meters, will immediately feel the warmth of this grand light-filled restaurant. The classic Haussmannian decor, set off by brilliant touches of bright yellow and underpinned magnificently by beautiful lighting, reshapes the room to create a sense of natural well-being. The room's different spaces are marked out by clever changes in the materials used for the floor – Carrara marble, wooden parquet, woolen rugs – which create a lovely choice when choosing where to sit.

In total, 100 guests can be seated in this splendid setting that perfectly evokes Paris and its delicacies.

Open from 6.30am to 10pm, STAY Seoul offers non-stop service from breakfast to dinner.

And because a restaurant should also be able to bring people together in smaller groups, STAY Seoul offers two private dining rooms. These small salons, next to the main dining room, were created with intimacy in mind: the Paris Salon can welcome eight guests and its partner, the Seoul Salon, up to 12. Inside each, the grey used on the walls and the herringbone-pattern parquet warm the atmosphere, while a large modern table in dark wood draws in the eye. Guests will instantly feel at home in this cozy atmosphere of large mirrors, abstract artworks and dressers covered with Second Empire trinkets.

STAY Seoul

Lotte World Tower – 81/F300

Olympic-ro, Sincheon-dong, Songpa-gu - Seoul, 05551, Korea

Reservations: +82 (0)2 3213 1230 - stay@lotte.net

Open from every day from breakfast to dinner. 06:30 to 10:00 for breakfast; from 11:30 to 14:30 for lunch; from 18:00 to 21:30 for dinner

TERROIR PARISIEN, AUTHENTIC BISTRO



The Parisian Terroir is the land where Yannick Alléno was born.

As a fact, town planning and rural exodus has reduced the countryside to fewer hectares. In 2008, conscious the disappearance of hundreds of native Parisian species would be tragic, Yannick Alléno decided to go and meet local quality producers to encourage them to keep faith. Saving this heritage became his mission.

A long work started then: referencing all the producers, their products and the region's recipes. Also, a meticulous detective task began: finding the very last farmers who had fiercely kept deep in their rich land the seeds of the cabbage from Pontoise, asparagus from Argenteuil, saffron from the Gâtinais and many more. In fact, the point was to find the original seeds and those who had always kept on breeding them by hand to recover the most authentic species. In total, it was a two-year work to rediscover products from a true healthy agriculture: peppermint from Milly-La-Forêt, peach from Montreuil, artichoke from Paris, spinach from Viroflay...

The Chef's involvement is total; therefore, it did not take long before he highlighted those exceptional products in his plates while he was directing all food and beverage at Le Meurice, a famous Parisian palace located on Rue de Rivoli. He created an unanimously

acclaimed menu in his three-starred restaurant and also published a book, *Terroir Parisien*, in 2010.

Four years after he initiated the culinary movement, in 2012, he naturally opened a first bistro fully dedicated to the cause: the Terroir Parisien. In 2013, following the success of the first restaurant, with the same passion and involvement, and supported by the same team, Yannick Alléno opened a second bistro.



Bistros are a type of restaurants Alléno knows well as he grew up following his parent who owned a few in various cities of the Parisian suburbs.

His idea was to define what could be an authentic bistro that would fit in our contemporary needs and desires: a modern restaurant, simple and raw.

The concept is easy to get: fabulous products from the Ile-de-France region, a simple and generous menu, seasonal dishes and a daily board that allows to offer a cuisine from the market.

The décor is warm; raw materials like cobblestone, wood, zing and leather which mix well with understated colours; an impressive bar stands out in the centre of the room so that people can gather in a friendly and kind of rogue atmosphere.

TERROIR PARISIEN HONG-KONG

TERROIR PARISIEN SHANGHAI (to open second semester of 2017)

TERROIR PARISIEN PARIS (to open first semester of 2018)

TERROIR PARISIEN HONG KONG



In July 2017, TERROIR PARISIEN is opening in Hong Kong, in the celebrated neighborhood of Central on Hong Kong Island. This first opening in Asia marks a watershed moment in the development of the bistro, which is leaving its Parisian home base for the first time.

Opening in the Landmark mall in Prince's Building, located on the mezzanine level for easy access from the street and the shopping center, TERROIR PARISIEN Hong Kong will join some of the world's most prestigious brands to offer moments of relaxation and pleasure that might be simple, but are always delicious.

Faithfully recreating the original Wilmotte design, as well as the original location's warmth and conviviality, TERROIR PARISIEN Hong Kong is a little bit of Paris at the heart of this Asian megacity. Tables are generally placed as they would be in France, but several booths – dotted here and there – have been carefully installed.

Open every day for lunch from 11:30am to 3:30pm and dinner from 07:00pm to 11:00pm, TERROIR PARISIEN Hong Kong can welcome up to 100 guests in the dining room and at the bar. The dining room also has a private salon that can seat eight guests, while the dining room's modular design allows for different private-hire options for different types of events. A group of 30 or fewer can easily be accommodated for a private event.

TERROIR PARISIEN HONG KONG

Shop M20-M24 M/F Prince's Building

10 charter road, Central, Hong Kong

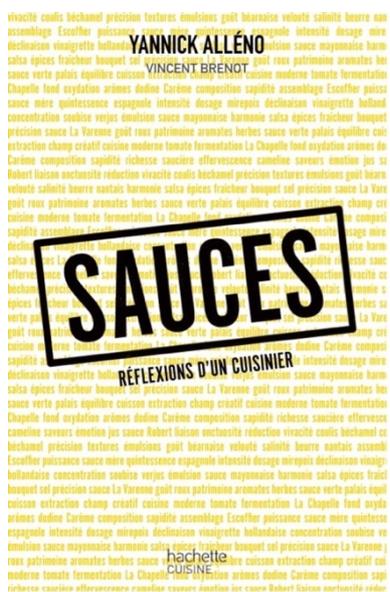
Reservations : +852 2522 9990 - info@terroirparisien.com.hk

Open every day for lunch from 11:30am to 3:30pm and dinner from 07:00pm to 11:00pm

PUBLICATIONS

REFLECTIONS OF A CHEF COLLECTION

SAUCES (2014)



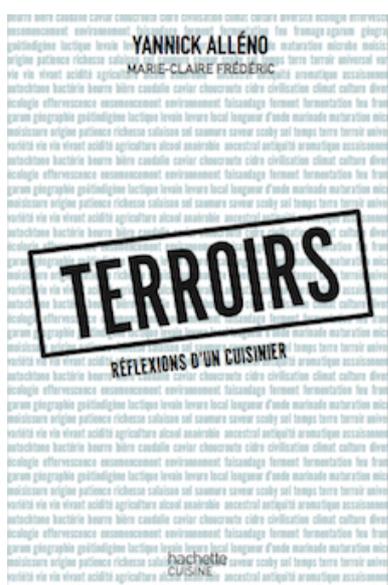
When Yannick Alléno tasted the juices of a terrine he had just cooked, he was again amazed by the pure taste of the jelly that had formed. It was pronounced and crystal-clear; on the verge of setting; and startlingly precise: it was the epitome of taste. It is that emotion that he sought to capture because every outstanding product deserves respect; his objective is to intensify flavor, not to transform it.

He sets about looking for the perfect distillates of flavor, using modern techniques, and his research in a whole collection of juices that are now known as Extractions®.

This book, written with the kind contribution of Vincent Brenot and the cooperation of Claude Lebey, is a plea for sauces. It tells the history of great sauces that have marked out culinary progress, but also reveals the secrets of the revolutionary Extractions® technique.

The book is published by Hachette Cuisine.

TERROIRS (2016)



Thanks to a discussion with his wine-maker friend, Yannick Alléno understands that a terroir is no longer just a geographical localization but – as in wines – a unique and specific flavor, a signature: the impact of the soil on a product.

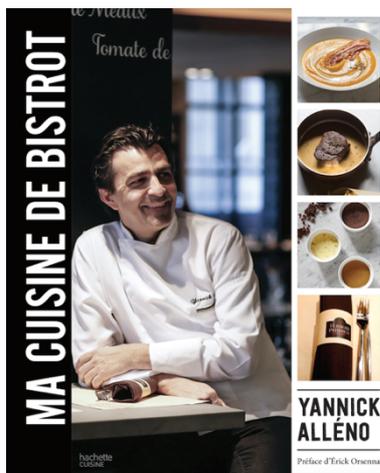
In the search of proofs, he dashes into the experience of the fermentation to finally uncover the gastronomisation of the Terroir.

Written with the kind contribution of Marie-Claire Frédéric, expert in fermentation, and prefaced by Michel Chapoutier, expert in wine, Terroirs is a plea for fermentation; it reminds

us of its history, delivers the many different protocols, and of course largely explains the discovery.

The book is published by Hachette Cuisine.

MA CUISINE DE BISTROT (2015)



In love with his native land (the Ile-de-France region), Yannick Alléno has been working on the Parisian terroir preservation since 2008.

Highlighting this unique terroir as well as the men and women behind it, the chef shares in this book some 125 recipes: acclaimed gourmet appetizers (the inescapable croque-monsieur, the roast chicken rillettes...), starters and authentic mains (parsley of beef and his lenses from Brie) and delicious desserts (Opéra Bastille, Montsouris Biscuits). The book is published by Hachette Cuisine.

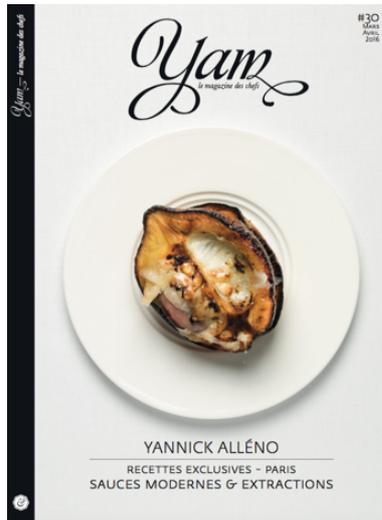
MA CUISINE FRANÇAISE (2013)



Ma cuisine Française is an overview of 25 years of work. This is a 1244-page book, reflecting Yannick Alléno's career, philosophy, techniques, products, creations, and indeed 500 three-starred recipes.

Considered as a full piece of decoration, which weighs 17,8kg, it has been created for fanatics of Yannick Alléno's cuisine.

The book is published by Laymon.



Since January 2011, Yannick Alléno has been publishing Y.A.M, the chefs' magazine.

A bimonthly magazine, prepared and drafted by professionals; its main objective is to promote the contemporary value of gastronomy.

Every two months, more than forty recipes are unveiled, with also some details about the products the chef use. Created in association with the biggest suppliers, the magazine shows the profession backstage and reflections about some of the industry's issues.

www.y-a-m.com

OTHERS PUBLICATIONS

- *Bien dîner en rentrant du boulot*, Hachette Pratique 2014
- *Ma Cuisine Française*, Trade version, Hachette Pratique, 2014
- *Bien déjeuner dans ma boîte, Step 3*, Laymon, 2014
- *L'enfant qui rêvait d'étoiles*, Yannick Alléno and Aymeric Mantoux, 12 bis editions, 2013
- *Les 101 mots de la gastronomie*, Yannick Alléno et Viviane Kajjaj, Archibooks editions, 2013
- *Bien déjeuner dans ma boîte, Step 2*, Laymon, 2012
- *Bien déjeuner dans ma boîte, Step 1*, Laymon, 2011
- *Terroir Parisien*, Yannick Alléno, Laymon, Award La Mazille Beau Livre 2010, 2010
- *Le carnet des tapas des montagnes*, Yannick Alléno, Glénat editions, 2009
- *101 créations*, Yannick Alléno written with Kazuko Masui, Glénat editions– Special pride in 2010 Pierre-Christian Taittinger – Antonin Carême, 2009
- *Quatre Saisons à la table N5 du Meurice*, Yannick Alléno and Kazuko Masui, Glénat editions, 2006

YANNICK ALLÉNO GROUP

In 2008, Yannick Alléno and Florence Cane have created the Yannick Alléno Group.

The aim of the company is to spread signed high-end concepts and products of the gastronomic sector throughout France and all around the world. It surely promotes Yannick Alléno's brand image, ensure the marketing of its creations and the management of the restaurants.

Created as an exclusive experience, the art of living signed by Yannick Alléno comprises restaurants concepts such as Alléno, STAY & Terroir Parisien, several referent books, innovations.

The group also promotes talented men and women who share the chef's vision of a new, modern cuisine.

Truly passionate and devoted, Yannick Alléno leads the creative French cuisine he respects and praises.

IN NOMBERS:

16 RESTAURANTS

1 200 EMPLOYEES

5 DESTINATIONS

3 KEY CONCEPTS : ALLENO, STAY, TERROIR PARISIEN



yannick-alleno.com

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