



Press release

Terroirs: Reflections of a Chef Yannick Alléno's new book

"Fermentation and reduction are the foundations of terroir-based gastronomy"
Jean Vitaux

About Modern Cuisine

Modern cuisine is a modern and visionary approach to the culinary arts in which research and development are fundamental.

A combination of Yannick Alléno's unique know-how and excellence, allied to his audacity, push back boundaries to create new flavour experiences and exalt different tastes.

Modern Cuisine is laying the foundations of an evolution in French cuisine and initiating a new movement; its principles are set out in the different volumes of the *Reflections of a Chef* collection.

Paris, July 2016 – After *Sauces*, Yannick Alléno is publishing *Terroirs*, the second book in his series *Reflections of a Chef*, which takes a fresh and modern look at the different basic pillars of gastronomy. Through the prism of fermentation, the three-Michelin-starred Parisian chef unveils an original approach to *terroir*, demonstrating the impact of where a product is grown and how soil can impact upon its flavour. For Alléno, *terroir* for food should no longer be considered as simply a geographical area, but rather as a signature of unique taste, as it is with wine.

The story began in 2014, when Michel Chapoutier told Yannick Alléno : *"Only fermented products bring out the true value of their terroir of origin"*.

The chef behind the Modern Cuisine movement had 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* 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 “gastronomization” of *terroir*.

Where and when?

In book stores from July 1, 2016

Price?

€ 12

Editions?

Hachette Cuisine

Terroirs: Reflections of a Chef

Co-authored with fermentation expert Marie-Claire Frédéric and with a preface by Michel Chapoutier, wine expert and the origin of the book, *Terroirs* is an easy-to-read tribute to fermentation.

It reminds us of the history of this ancient process, details the different ways it can be done, unveils Yannick Alléno’s many experiments, and reveals some straightforward recipes. Enriched by other experts’ visions of their own specific fields of fermentation (cheese, bread, chocolate, wine), the book is about the craft of the chef’s trade and the necessity of mastering heat and cooking temperatures in the quest for the purest taste.

A new aspect to Yannick Alléno’s modern cuisine, *Terroirs* also marks another stage in the renaissance of French cuisine.

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