



For immediate release

The French Pavilion and Taste France shine at the Summer Fancy Food Show

- *The French Pavilion returns to Summer Fancy Food Show with 41 exhibitors*
- *Quality remains the driving force of the Pavilion, with almost half of the exhibitors holding one or more quality labels*
- *Taste France will be a significant presence in NYC this June, with joint pavilions at both Summer Fancy Food Show and Vinexpo America; it will be further highlighted through a curated conversation between Chef Rougui Dia and Master of Wine Christy Canterbury*

New York, June 5th, 2024 – Following a strong showing at the Winter edition, Business France returns to the Summer Fancy Food show with **41 French exhibitors under the Taste France brand**. This year's pavilion features products from all over France, demonstrating the diversity of French cuisine. Dairy, a historically important sector for French food production, is of particular note, representing **20% of the Pavilion this year**.

 **[Find the French pavilion at booth 927 on Level 3](#)**

The French Pavilion's quality-centered approach

Quality and sustainability continue to be the cornerstone of the French method: **38% of exhibitors offer at least one organic product (if not more)**. Furthermore, and in line with industry trends and consumer priorities, over half of the Pavilion's exhibitors are presenting products with more specific quality labels including:

- 5 BPA-free
- 5 Fair Trade
- 5 halal
- 7 gluten-free
- 8 kosher
- 9 GMO-free

Unusual flavors and unique combinations abound on the Pavilion, from fizzy coca cola truffles by [Chocolat Mathez](#), to cognac, spritz and mojito liqueur chocolates from [Abtey Chocolaterie](#). As more consumers reduce their meat intake and opt for a more plant-focused or health-food-oriented lifestyle, the French Pavilion products pivot accordingly, with examples such as vegan foie gras alternative with black truffles from [Le Grand Bluff](#) or [Panacea's](#) vitamin-rich honey-based spreads formulated with super foods such as spirulina, matcha and dragon fruit. Mindful of their impact on the environment, French producers are increasingly seeking creative solutions to combat food waste as well, such as the sustainable vinegars made using wine byproducts from [Vinaigrierie Artisanale de Beaune](#) along with other ecofriendly initiatives.

The Taste France Selection curated by Christy Canterbury, MW and Chef Rougui Dia



For the first time ever, the French Pavilion will showcase a limited assortment of products in a unique format: **the Taste France Selection**, created in collaboration with industry experts **Christy Canterbury, MW and Chef Rougui Dia** to highlight the diversity and excellence of French gastronomy.

Going beyond the food offering, Chef Dia worked in tandem with Master of Wine Christy Canterbury, who chose **16 wines** from the French Pavilion at Vinexpo to pair with the menu.

"I was pleased to work with Christy Canterbury on this exciting initiative", explains Chef Dia. "Our collaboration revolved around French excellence, and we believe the resulting menu and pairings are a true testament to the top-notch food and wine products available from France for American consumers."



All 8 dishes served on the French Pavilion will be accentuated by these carefully considered wine pairings, available onsite as the menu is served. Christy's full selection of 33 wines and tasting notes will also be on display at the French Pavilion at Vinexpo, which visitors can access using their Fancy Food badges.

Discover the full menu below:

Chaource Cheese Bites featuring products from [Fromagerie Lincet](#) and [Panacée](#)

Paired with :

- Champagne Pierre Mignon NV Champagne Brut Prestige
- Dumnacus 2023 Touraine Sauvignon

Crunchy Turnips with a Granny Smith apple core featuring products from [Fromagerie Delin](#)

Paired with:

- Château de Lastours 2023 Corbières Blanc
- Château Barthès 2023 Bandol Rosé

Ceviche de Dorade featuring products from Maison Martegale and Vinaigrierie Artisanale de Baune

Paired with:

- Vinobles Foncalieu 2023 Sillages d'Albarino Pays d'oc IGP
- Château Pech de Jammes 2023 Chardonnay Petit Jammes Côtes du Lot IGP

Mini Veal Confit and Foie Gras Burger featuring products from Rougié

Paired with :

- Château Treviac 2022 Corbières Légende
- Domaine Ray-Jane 2020 Bandol Le Falun Veille Vigne

Agou and Eggplant Delight featuring products from Interval

Paired with:

- Domaine de Tournelles 2020 Malbec Cabernet Cuvée de la Reine Franc Buzet
- Domaine Serre Besson 2023 Rosé de Macération Vin de France

Lamb Shoulder with Dijon Mustard Cream featuring products from Fallot

Paired with:

- Calmel & Joseph 2022 Vieux Carignan La Fabrique
- Chateau de Rouanne 2021 Vinsobres les Côtes

Truffle Cream Shortbread with Fresh Fruits featuring products from Chocolat Mathez

Paired with :

- Marrenon 2023 Côte de Provence Sainte-Victoire Rosé Trinité
- Pure Altitude 2023 Pinot Noir Haute Vallée de l'Aude IGP

Nougat Millefeuille featuring products from Chabert & Guillot

Paired with :

- Champagne Pierre Mignon 2013 Champagne Grand Vintage Année de Madame Maison Sinnæ 2022 Laudun Côtes-du-Rhône Villages Excellence

Chef Dia and Christy Canterbury, MW will be available during the show for interviews upon request.

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About Taste France

Launched in 2020, **Taste France** is the label embodying French gastronomy while promoting the whole agricultural and agri-food downstream ecosystem gathering a diversity of food-service professionals ranging from producers to suppliers. This label reaffirms the founding values of the French food industry: excellence, responsibility, authenticity, sharing and innovation.

www.tastefranceforbusiness.com #TasteFrance @TasteFrance_EN



About Business France

Business France is the national agency supporting the international development of the French economy, responsible for fostering export growth by French businesses, as well as promoting and facilitating international investment in France.

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