



FREQUENTLY ASKED QUESTIONS (FAQs)

RESTAURANTS

- **What is Goût de France/Good France about?**

For the third year running, **on 21 March 2017**, at the beginning of Spring, Goût de France/Good France will bring together over 2,000 chefs on 5 continents to celebrate French gastronomy. In each participating restaurant, this event, which will take the form of a dinner, will pay tribute to the excellence of French cuisine, its capacity for innovation, and the values that it represents: sharing, pleasure, and respect for good food, our contemporaries and the environment.

The French diplomatic network is participating in the Goût de/Good France initiative by organizing dinners in embassies and certain consulates.

This event is organized at the initiative of the French Ministry of Foreign Affairs and International Development and the chef Alain Ducasse.

- **What is a Goût de/Good France meal like? Based on what requirements?**

The choice of dishes is up to the restaurateur. But the Goût de/Good France menu should include:

- An aperitif with finger food
- A starter
- One or two main course(s)
- A cheese platter
- A dessert (or two if it is not possible to produce a cheese platter)
- French wines and champagnes

All dishes must be cooked with fresh and seasonal produce, in an eco-friendly way.

- **What is the theme of this third edition?**

The focus of the chosen theme is **training in tourism-related professions** and **the French regions**. Culinary training schools and hotel business schools will therefore be an integral part of Goût de/Good France 2017. French regional products and gastronomic heritage will be highlighted in recipes. Throughout the event, the Good France team will meet chefs from all regions.

REGISTRATION

- **How does one register?**

Register directly online on the official Goût de/Good France website: www.goodfrance.com. The restaurants that participated in previous editions can retrieve their old account and the information concerning them with the password created during their previous registration.

- **What are the dates for registration?**

You can register **from 6 November 2016 to 30 January 2017**.

- **Is participation in Goût de/Good France limited to starred restaurants?**

Goût de/Good France is for all restaurants seeking gastronomic excellence and capable of showcasing French cuisine. Participating restaurants vary a great deal and so do the types of cuisine, which include high gastronomy, bistronomy, traditional cooking and contemporary cuisine.

- **Can a culinary training/hotel business school participate in Goût de/Good France?**

Culinary training and hotel business schools are encouraged to participate through their training restaurants.

- **Whom to contact in case of registration problems?**

In case of registration problems, you can email your registration information (chef's name and first name, postal and email address, restaurant, menu, prices, photograph, etc.) to info@goodfrance.fr and they will register you.

- **How to retrieve a forgotten password?**

You can retrieve your old profile by filling in the identifiers (email address and password) used to register for the previous Goût de/Good France event. If you have forgotten your password, a new one will be emailed to the address provided on registration.

- **What photograph should be sent on registration?**

The choice of photograph to be used for registration is up to the restaurateur. It can be a photograph of the chef, kitchen staff, restaurant or dishes.

COMMUNICATION

- **What is the point for a chef to participate in Goût de/Good France?**

Participating in the Goût de/Good France event means:

- obtaining a label of excellence following selection by a Committee of Chefs;
- belonging to an international community of over 2,500 chefs;
- promoting the visibility of France's culinary heritage;
- highlighting that visibility among clients in France and abroad;
- increasing the restaurant's activity ratio.

- **What communication tools are available to chefs to attract new clients on the day of the event?**
- Digital media can be downloaded from the Good France website (web banners, logos, press kits, press review);
- paper documents sent directly to your restaurant;
 - ⇒ A3 format posters, a window sticker and a participation certificate will be mailed a few weeks before the event.
- The Good France social networks will spotlight the chefs;
 - ⇒ The Good France Facebook ([link](#)), Twitter ([link](#)) and Instagram ([link](#)) pages are updated daily to ensure maximum visibility for participants. Postings by participating chefs will be shared regularly.

MENU

- **Is there a set price for the menu?**

The price of the Goût de/Good France menu is set freely by each restaurateur.

- **Is it possible to pay part of the takings to a NGO or a charity?**

It is suggested to pay at least 5% of takings from the Goût de/Good France meal to a NGO or a charity. This would be in keeping with the value of sharing of French gastronomy as highlighted during the Goût de/Good France event.

- **What is to be done if some ingredients, like cheese, are difficult to find locally?**

Depending on countries, it may be difficult to find certain French gastronomic products like cheese. If some restaurateurs cannot produce a quality cheese platter for their clients, it is possible to prepare two desserts as part of the Goût de/Good France menu. The combination of French and local products is also welcome.

- **Is it possible to participate in the Goût de/Good France event at another date?**

Similarly to other cultural events like the Music Festival, Goût de/Good France takes place yearly on the same date, 21 March, at the beginning of Spring. One objective of the event is to celebrate French cuisine on the same day all over the world, on every continent.