

HAUTS - DE - FRANCE

Explore Our Food
Uncover Our Hearts



EUROPÉAN REGION OF GASTRONOMY

HAUTS-DE-FRANCE CANDIDATE 2023



EUROPEAN REGION OF GASTRONOMY

HAUTS-DE-FRANCE
CANDIDATE 2023



IGCAT
INTERNATIONAL INSTITUTE OF
GASTRONOMY, CULTURE, ARTS AND TOURISM



Ce projet est cofinancé par l'Union européenne
avec le Fonds social européen (FSE).

Presented by:



Foreword

In Hauts-de-France, gastronomy is synonymous with pleasure, tradition, quality, creativity, and generosity.

Sharing a meal means being together, bringing conviviality and social ties to life, and is also an opportunity to highlight local products, the work of our producers as well as the skills of our chefs.

Beyond conviviality, food is the very basis of life and health. Nowadays, we give increasing importance to our food. In the years to come, one of the main challenges of our society will be to produce more successfully (given the increasing population) while preserving our resources and environment and ensuring healthy quality products for the consumers.

The Hauts-de-France region has the means to take on these challenges. On a European level, the region is a major agricultural and agri-food power and a leader when it comes to fishery and fish processing.

Many companies renowned for their know-how and universities in the region are among the best in Europe, along with other education, research and innovation centres. It is also the birthplace of products enjoyed worldwide such as the crème Chantilly.

Being awarded the European Region of Gastronomy title is a source of pride for our territory and recognition for all the action taken in Hauts-de-France to promote products and gastronomy, educate future generations to eat better and to consume local food, and to train our youth for jobs in the restaurant sector. This bid, launched by the Campus of Tourism and Innovation based in Le Touquet, is supported by all the regional stakeholders who have gathered for this project. Its aim is to promote our know-how and soft skills while putting forward Hauts-de-France as a welcoming and gastronomic region.

The European Region of Gastronomy title must allow us to improve even further, so that Hauts-de-France region is not only known as a great agricultural and agri-food region but also as a welcoming and traditional region where good food is served and eaten. This is one of the keys to our attractiveness for future generations.



Xavier Bertrand
PRESIDENT OF THE
HAUTS-DE-FRANCE REGION



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HAUTS-DE-FRANCE: A CULINARY DESTINATION

Introduction
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01

FROM TRADITION TO INNOVATION

French cuisine is inseparable from cultural identity

To think of France is to think of food; its diverse culinary heritage, its starred chefs who are celebrities around the globe, its wonderful panoply of recipes developed over centuries and its abundance of ingredients intrinsically linked to local life and culture.

The French gastronomic meal, bringing together friends and family to enjoy the art of good food, eating and drinking the different regional tastes and flavours, is deeply enshrined in French cultural identity. In 2010 it was one of the first culinary traditions to be included in UNESCO's Representative List of Intangible Cultural Heritage of Humanity. Such a meal emphasises togetherness, the pleasures of taste, the balance between human beings and the products of nature. The careful selection of dishes from a constantly growing repertoire of recipes; the purchase of good, preferably local, products whose flavours go well together; the pairing of food with wine and also with other drinks such as beers and champagne; the setting of a beautiful table and ensuring a welcoming atmosphere; and specific actions during consumption, such as smelling and tasting items at the table – all these are essential elements. The gastronomic meal should respect a fixed structure, commencing with an apéritif (drinks before the meal) and ending with liqueurs, containing in between at least four successive courses, namely a starter, fish and/or meat with vegetables, cheese and dessert.

Of course, today, adhering to a fixed structure is just one of many ways of enjoying French gastronomy. The international reputation of French cuisine long relied on tradition, the practice of specific cooking techniques and its great 19th century chefs such as Auguste Escoffier. Today we encounter a bounty of innovative chefs who are revisiting French culinary heritage, rediscovering its roots, experimenting freely, and elevating traditional dishes and ingredients in ways that have never been seen before. It is an exciting time to dive into and discover an increasingly dynamic French food scene that also reflects the priorities of our times such as the predominant use of local produce, respect for the environment and sustainable practices as well as building on the principles of tradition to turn a meal into an innovative and memorable experience!

Today we encounter a bounty of innovative chefs who are revisiting French culinary heritage, rediscovering its roots, experimenting freely, and elevating traditional dishes and ingredients in ways that have never been seen before.



*Gastronomy is the
synthesis of French
cultural heritage
and a representation
of French identity,
a French way of life
to which both the
French and their
visitors contribute*

HAUTS-DE-FRANCE A REGION OF LAND AND SEA

The hidden culinary Jewel of the North

Our land is maybe not the most obvious one when reflecting on French regions famous for their cuisine or culinary tradition, which makes it all the more exciting to explore what it has to offer. Hauts-de-France is more like a hidden jewel, just like one of its most iconic food products, the endive, also called the *Pearl of the North*. Our gastronomy is alive, full of taste and authenticity. It is bitter, sweet and smoked; its incomparable flavours reflect nature with our coastline, great plains, fields and orchards, forming a fundamental part of what we offer visitors. Hauts-de France is a region of strong culinary heritage which boasts an incredible array of gastronomic highlights, high-quality products and talent. It is the French leader in agrifood production with the number one fishing port in the country.

Both contribute to the region's richness of cultural heritage and widely recognised skills and know-how linked to excellence across food sectors, and some of the finest produce on the national and European markets.





The pursuit of pleasure through food and sharing gastronomic experiences are at the centre of cultural identity in Hauts-de-France and conviviality as a value is at the heart of social life.



Getting together for a good meal while supporting local producers and traditions is also part of the search for wellbeing and a healthier life. Authenticity and pride in culinary traditions and cultural heritage are the foremost vehicles for Hauts-de-France in its bid to become the first French region to be a European Region of Gastronomy.

Our chefs rely on our craftspeople (butchers, cheesemakers, bakers, pastry chefs,...) who deserve to be put in the spotlight. They not only keep traditional know-how, recipes, and techniques alive but also develop new flavours, rediscover old ones and are indispensable when it comes to guaranteeing the quality of food on our tables.

Next to established traditional eateries the region boasts a vibrant food scene with chefs creating innovative variations of traditional recipes and developing experiences close to nature while working closely with local producers. These chefs are shortening the food chain where possible and the pursuit of sustainable practices is one of the main ambitions of restaurants leading the way to new heights of experience in regional cuisine. The Hauts-de-France region can pride itself on numerous starred restaurants and an increasing number of them and their chefs are developing their cuisine according to their own distinct personal values, providing fresh culinary experiences. The chefs of today play a central role and constitute the link between the public, the producers and the regional territory. This work starts in the region's schools and of course especially its hospitality schools, which are continuously increasing the use of local produce in their kitchens, and overall, education is adapting to new ideas. This has led to a significant increase in the demand for local products and the valuing of quality signs and labels by the consumer.

With our bid to become European Region of Gastronomy we strive for increased recognition and visibility of this regional culinary heritage and excellence within and beyond our national borders. Our regional richness in cultural and culinary heritage is linked to an equally strong diversity of products stemming from both land and sea. Through an inclusive approach we wish to capitalise on this and strengthen the awareness of what the region has to offer and how citizens play a crucial part in shaping and strengthening its identity.

Our aims are manifold and explained in detail as part of our strategy and planned initiatives but ultimately we want to work with our widely varied group of stakeholders to support the regional food ecosystem through increased innovation, wellbeing and creativity, as well as enhancing the quality of our services and the development of memorable experiences.



HAUTS-DE-FRANCE FACTS & FIGURES

190Km

of coastline
with 2 regional parks,
1 natural marine park
and 9 seaside resorts



LARGEST FRENCH COLONY OF SEALS

The largest French colony of seals
has taken up residence in the
Baie de Somme (around 500)



900

cultural and tourist
sites and almost 24 million
visitors to these sites
in 2019



Almost
70 000
jobs in the
tourism
sector
(3.4 % of jobs
in the region)
(2019)

31,806km²

is the total surface
area of
Hauts-de-France



Tourism spending amounts to around
6.22 billion euros, corresponding
to about 4% of the regional GDP (2019)

11,000 students and 3,000
apprentices in tourism
and hospitality



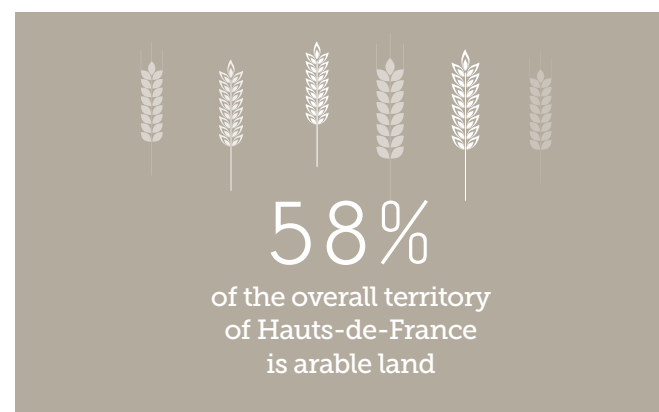
1187
Organic Farms

Also an annual increase
of 18% of conversion
to organic production
(2019)



58%

of the overall territory
of Hauts-de-France
is arable land



5 inscriptions and
134 sites classified as
UNESCO heritage sites
(2019)



6 million population

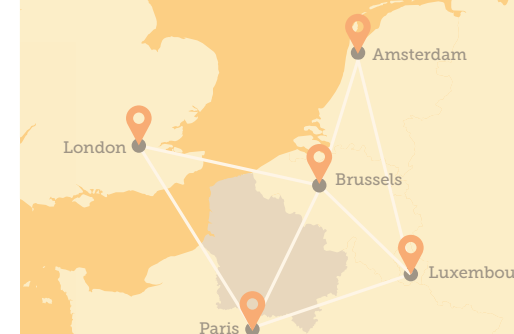
189 inhabitants per km² (2019)
9.1 % of the population of France



5

EUROPEAN
CAPITALS WITHIN
A RADIUS OF 300 KM

Accessible in less than
3 hours by TGV



4.3 million international overnight
stays in Hauts-de-France
(hotels and outdoor) (2019)



5
REGIONAL
PARKS

which represent 15% of the territory
and inhabitants of the region,
10 national and
32 regional nature reserves



A SNAPSHOT OF OUR CULINARY HISTORY

The territorial reform of French regions in 2014 led to the creation of Hauts-de-France in 2016 by merging Picardy and Nord-Pas-de-Calais. Although the administrative region is young, however, it is building on a rich history of culture and tradition. There are strong links with the Belgian, British and Dutch neighbours; sharing history, traditions, many dishes and ingredients. The bid to become European Region of Gastronomy provides the opportunity to celebrate this deeply rooted gastronomic identity while affirming its contemporary energy and innovation.

History enriches our flavours and inspires our creativity

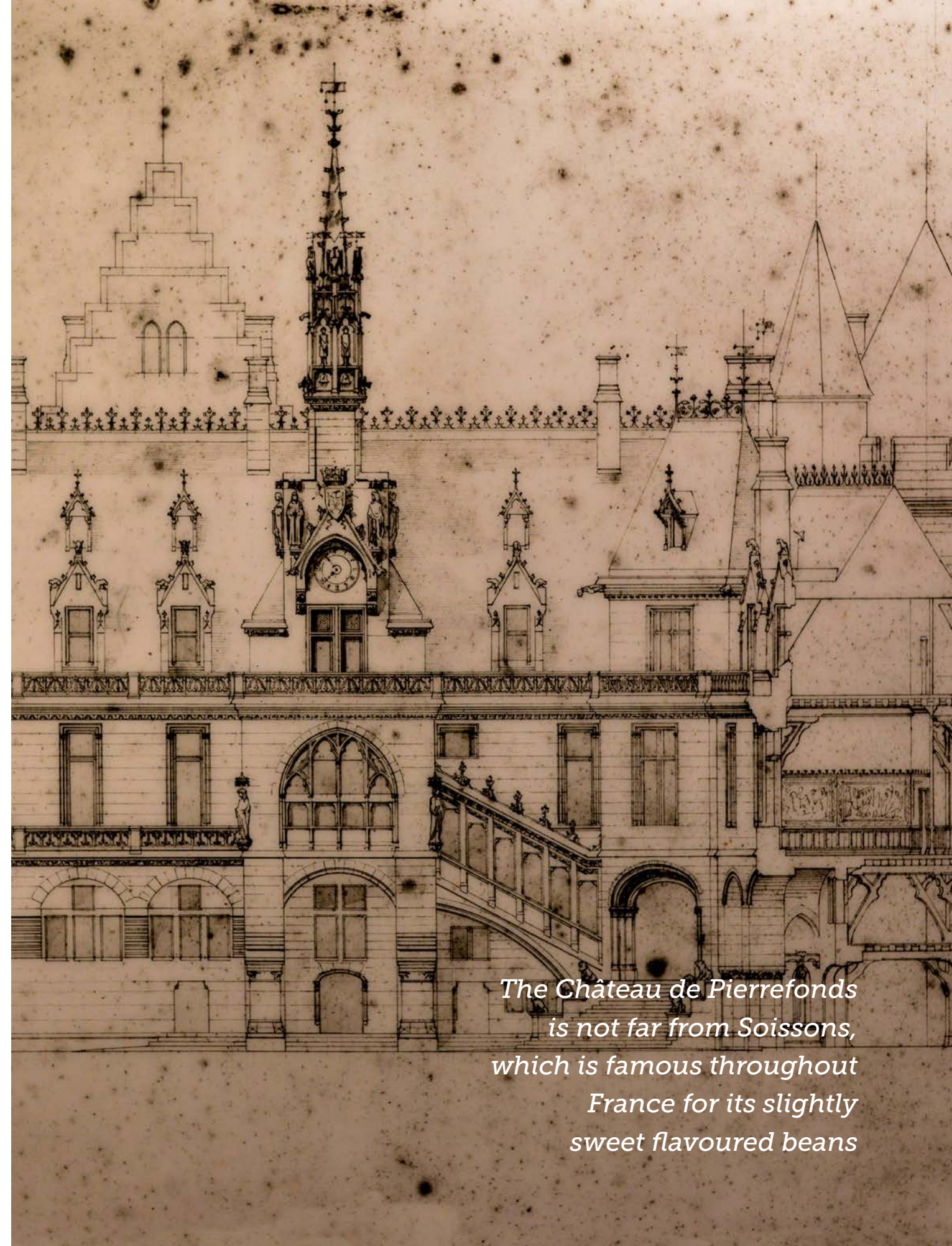
During the Roman era, the hams from Cassel (voted the most beautiful village in France in 2018) were renowned and sold in Rome. The specialty of Valenciennes, the Lucullus created in 1930, alludes to a Roman general who lived from 118 to 56 BC. The area around Valenciennes is also a birth place of our beer brewing history.

Before Roman times, this region was populated by Celts who invented “cervoise”, which is the ancestor and origin of our rich beer culture. This story, however, takes shape more precisely from the Middle Ages, at the time when beer took up residence in the abbeys. Those of Saint-Saulve, Maroilles or Saint-Amand stand out. Before the introduction of hops in the beer recipe, it was flavoured with gruyt (a mixture of aromatic herbs on which monks enjoyed a monopoly), which constituted the “spice” for the beer.

At the same time, breweries and urban breweries were also developing, forming brewing companies. At the beginning of the 20th century there were around 2,000 breweries in Hauts-de-France. Although we only have around 150 today, the sector is booming and builds on this ancient tradition.

In the Middle Ages, popular dishes such as *Potjevleesch* in Flanders, Picardy *Hochepot* (hotpot) and smoked herring from Etaples or Dunkirk formed the basis of the peasants’ diet, and their culinary traditions have continued to the present day. Many stories and legends about our products and dishes have stood the test of time and are still part of our written heritage and oral tradition. A legend reports that, during a plague epidemic or the Hundred Years War, the inhabitants of Soissons lost some bean seeds when fleeing. On their return these had germinated and enabled them to avoid the famine. Today Soissons Beans are famous throughout France for their slightly sweet flavour and high quality. Some of our recipes might have changed and been updated with new ingredients but are still to be found on our regional menus. When game was abundant for example, cider and apples from Thiérache, Pays de Bray and Vimeu were combined with red fruits from Noyon to give us rabbit cooked in cider. The waffle was the most common dessert in Flanders and today it is available in large quantities, just like Speculoos and other regional biscuits.

About 85% of the French population in the Middle Ages were peasants and they drew their knowledge of nutrition and health from a combination of village elders and itinerant doctors, who used spices and aromatic plants in their prescriptions. These then became part of the culinary heritage passed down to children as an essential element of their education.



*The Château de Pierrefonds
is not far from Soissons,
which is famous throughout
France for its slightly
sweet flavoured beans*

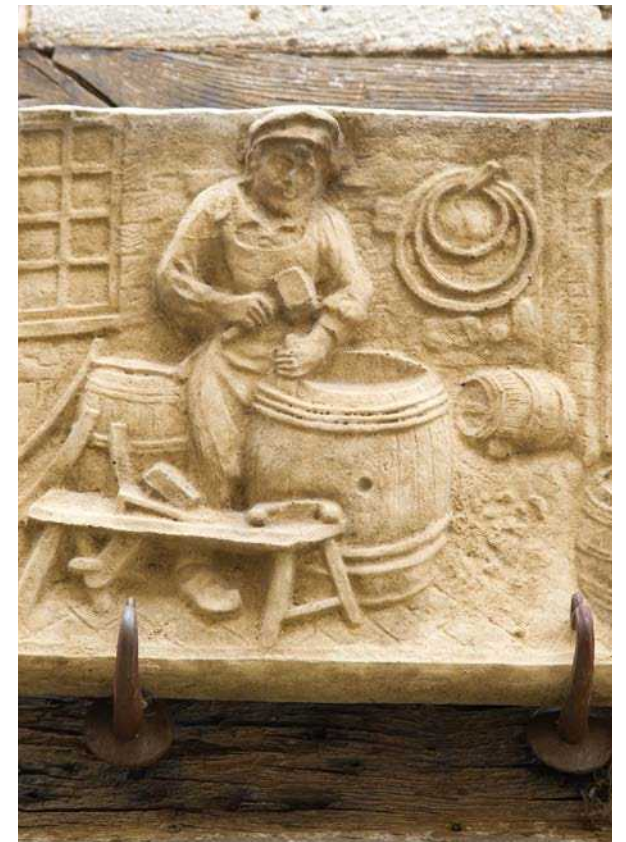
*In 1671,
the world-famous
Chantilly cream
was invented in
Hauts-de-France*

During the Renaissance, the northern part of Hauts-de-France was attached to the empire of Charles V, the main power of the time. New ingredients imported from America arrived in Antwerp and were listed, studied and worked on at Leiden University. A Flemish man, according to historians born in Arras or La Gorgue, was the first to make the potato edible. His name was Charles de l'Escluse. Thanks to him we ate the potato in Flanders 150 years before Parmentier introduced it to the court of the King of France! Then, around 1610, we began to cultivate the ancestor of today's endive.

Of course we are also proud of our inventions. The world-famous Chantilly cream was invented in Hauts-de-France. In 1671, at the request of Louis II of Bourbon-Condé, pastry chef François Vatel was made responsible for organising a reception in honour of the visit of King Louis XIV to the Château de Chantilly in the Oise. Facing a shortage of cream, he decided to whip the cream to give it volume. This is how the star of desserts was born. Among other culinary inventions was the *Gâteau Battu* (beaten cake) that appeared in Picardy in the 17th century and when coffee imports came to a halt under Napoleon I, the region's chicory production started. Hauts-de-France is still the primary area for this root in France, which enhances the flavour of desserts and is a perfect replacement for coffee at breakfast. New flavours were added to our dishes, for example from the 19th century Loos Jenever from Wambrechies enriched the flavour of ice cream and dessert and the production today uses machines and know-how that have been classified as historic monuments.

After two World Wars that had a heavy toll on the region, the 1950s were times of renewal. For the lungs of those who descended underground to collect the charcoal, the *Pastille du Mineur* was invented. Many other sweets also originate in our region: the *Carambar*, *Bêtise de Cambrai*, *Les Chuques du Nord*, *Babeluttes du Nord* etc. Around the same time Marcel Lefebvre created the *Ficelle Picarde* in Amiens.

With the contribution of Christian Defebvre, associate of history and geography and Philippe Pouillart, lecturer and researcher in culinary and health practice.



Products

WE OFFER A
BREATHTAKING
DIVERSITY OF
LOCAL FOOD
PRODUCTS

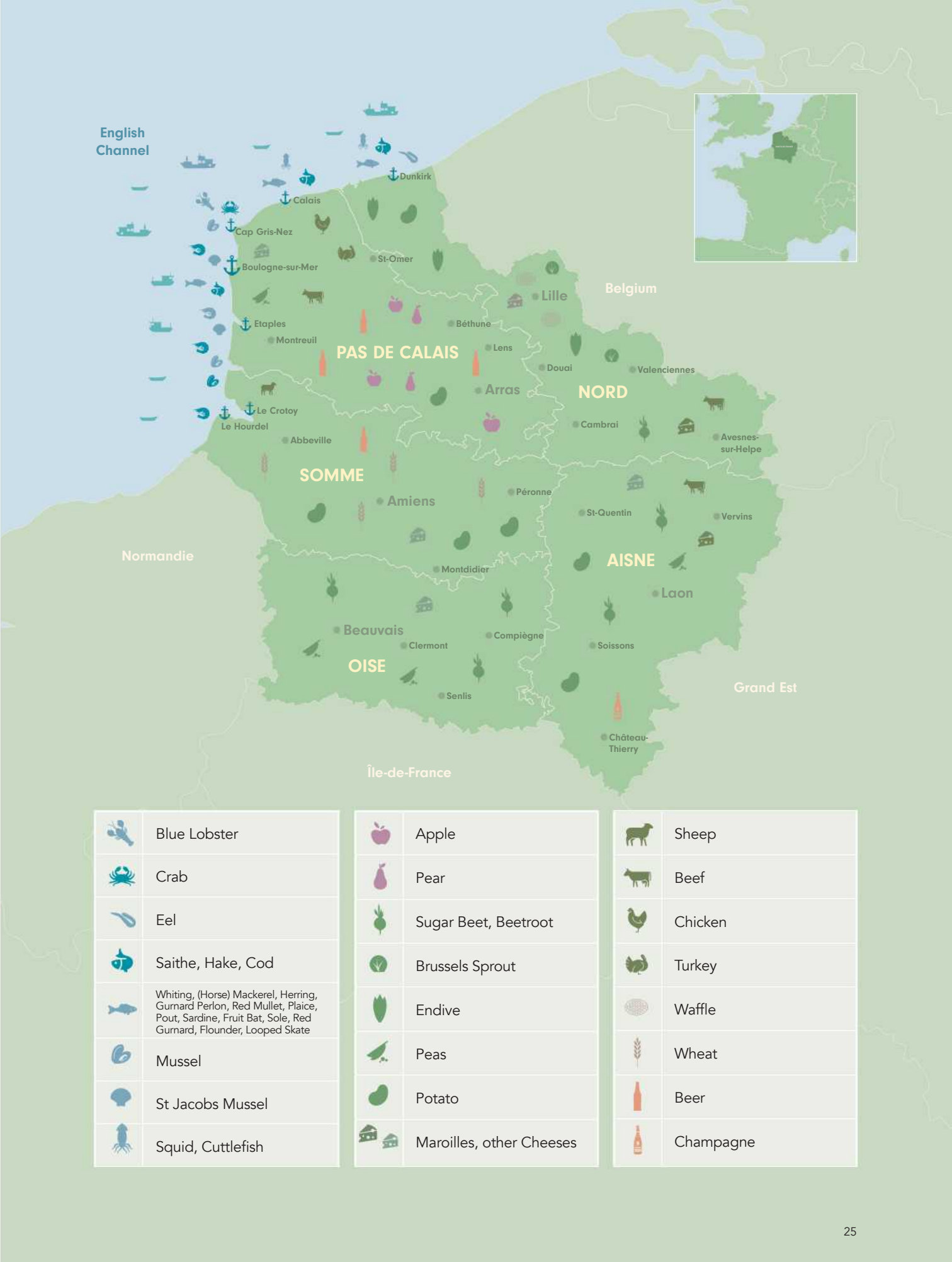


Hauts-de-France has always known how to enjoy the bounty of its land and seafood products. Our beautiful 190km long coast is lined with fish and seafood businesses. Boulogne-sur-Mer is home to the largest fishing port in France with a catch of 34.000 tons a year and 340.000 tons of processed seafood products.

The region is also France’s top producer of vegetables in general as well as of endives, potatoes, and sugar beet. The vast agricultural lands offer an incredible diversity of seasonal fruits and vegetables. 42,000 hectares are devoted to vegetable production in the region; out of 2% of the total agricultural area, nearly 450 million euros is made in turnover, or 8% of the regional total. Organic farming and conversion of existing farms is currently increasing by more than 18% annually. Since 1492, in Amiens, vegetables have been cultivated in fields located within a maze of small waterways along the Somme river, truly “floating gardens” called Hortillonages.

The region also offers an impressive range of emblematic meat products such as the chicken and turkey from Licques, the *Pré-salé* lamb from the Baie de Somme or the *Bleue du Nord* beef. It also produces many cheeses, yellow or brown *Vergeoise* (sugar) made from sugar beet as well as iconic drinks: beer, jenever, champagne, cider, and juices.

Traditional cultivation and fishing methods are still widespread or are being revived, such as the reintroduction of almost forgotten vegetable varieties or the production of a cheese from an ancient rediscovered recipe. Fishing from the shore and the use of small traditional fishing vessels for the catch of the day are commonplace all along the coast and are strongly linked to local culture. In short, centuries of tradition in food production and know-how deeply embedded into regional cultural and culinary identity have shaped a region that is genuinely proud of its products and gastronomic heritage.



A SELECTION OF OUR MOST ICONIC PRODUCTS



BEER IN ALL ITS TASTES & COLOURS

Enjoying a beer is enjoying a moment of Hauts-de-France. Although the region offers a wide range of high-quality beverages produced in traditional ways, it is beer that flows into three quarters of the glasses of its inhabitants. New craft beers and breweries pop up all year round and include a vast variety catering to all different tastes and preferences. Listed as part of France's cultural heritage since 2014, locally brewed beer is inseparable from regional culture and identity and the innovation and dynamics of the sector are based on centuries of traditional knowledge and craft. Non-alcoholic, organic, fruity versions have also found their place in the kitchens of great chefs while beer has been widely used in traditional cooking since the Middle Ages and is just as popular as ever. The number of breweries in the region more than tripled between 2008 and 2019 and now numbers around 150.

Overall, France is the leading European country when it comes to the number of breweries and the Hauts-de-France region is developing into the leading beer brewing region, currently covering around a third of national beer production.

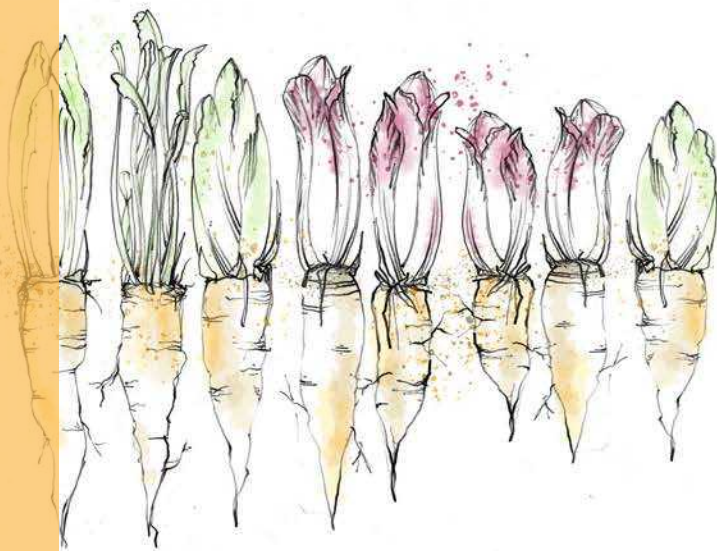
The regional population predominantly drinks local beers which are best consumed with friends and family on any occasion and accompanied by local cheeses or delicacies. One of the most typical environments would be at *estaminets*: small cosy convivial and welcoming places in French Flanders offering mostly local comfort food.

Starting in 2016 the annual Beer Festival in Lille has grown each year and in 2019 counted 74 participating breweries and 12 000 visitors. Craft beer tourism is flourishing and developing fast, with an online reservation platform in the planning stages, events and conferences organised to support beer makers as well as strong support from the regional authority to develop the sector further. In every way beer is part of the Hauts-de-France visitor experience with an increasing number of opportunities to taste local craft beers and learn about the brewing process.



ENDIVE

The endive, *Queen of the Winter*, is also called *Pearl of the North* or *White Pearl* and is an excellent source of vitamins and mineral salts. Although this vegetable was only introduced in the region around 1920, Hauts-de-France is the world leader in endive production, covering 83% of the national and 50% of global production. A vegetable that is consumed both raw and in cooked form, it can be found in traditional and local recipes but also in new inspiring creations by regional chefs. It is often consumed as salad, soup, baked but also on toast with turkey from *Licques* or candied, mixed with orange and chocolate, or even as a sorbet. The endive's cousin, the Carmine, is a cross of three types of chicory and is also grown in the region. It is recognisable because of its ribbed red leaves and head shape. The region also prides itself on the *Barbe du Capucin*, an ancestral vegetable related to the endive and a variety derived from wild chicory, which was about to disappear and is experiencing a revival thanks to the initiative of local producers.



Maroilles is a cheese with character, the only product with protected designation of origin (PDO) in Hauts-de-France, obtained in 1976. Produced in Thiérache, it is one of the soft cheeses with washed rind. A few cheese factories allow you to discover its production, often artisanal, made from raw cow's milk. Its powerful taste on the palate clearly softens once cooked, in a traditional *Flamiche* (puff pastry tart resembling a quiche) for example. It is called the "finest of strong cheeses".

We have to go back to the 7th century to find the first traces (or should we say the first smells) of Maroilles. This cheese comes from the village of the same name, a village in which the monks of the abbey transformed milk into cheese. They jealously guarded this privilege until the 11th century, then, the price of success, the manufacturing was extended to neighbouring villages and a little later to Thiérache and the Aisne department in the South. Today, it is consumed and found almost everywhere in France, at cheese makers, in supermarkets, or better, directly on the farms that produce it.

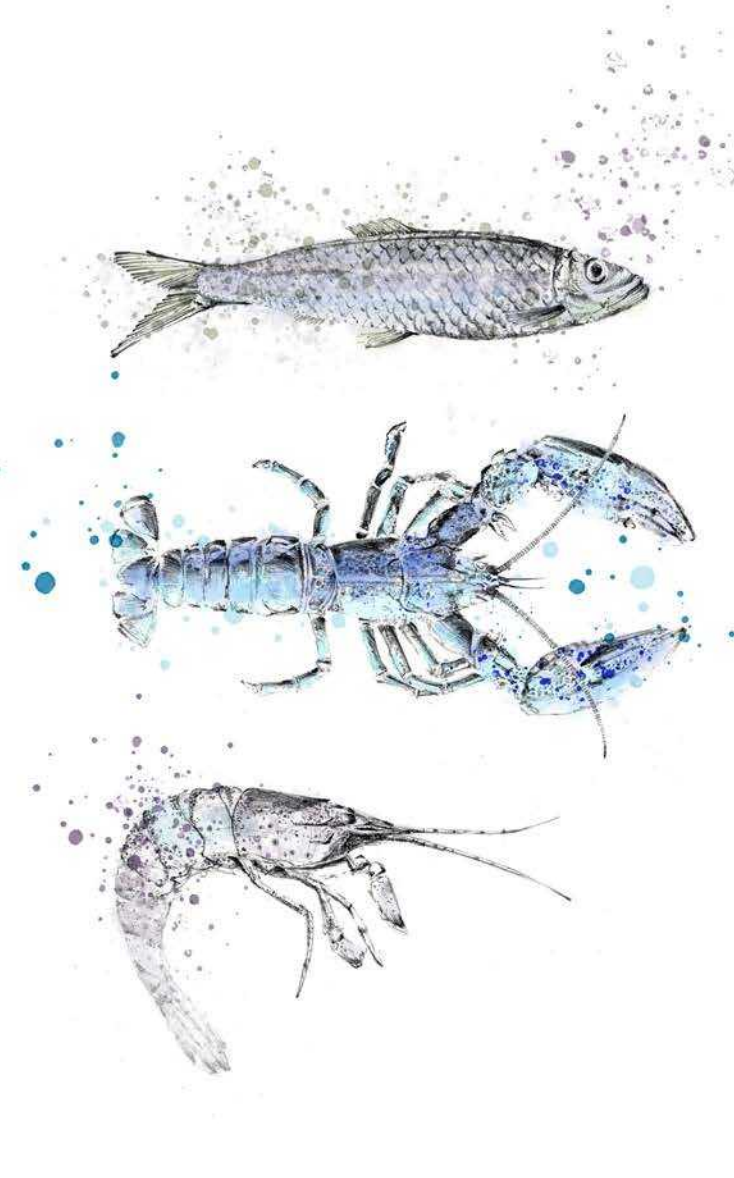
To understand Maroilles cheese, you must know how its very specific landscape, the *Bocage*, green pastures and dairy cows contribute to the success of the Maroilles. Even if the milk does not come from a specific breed of cow, there is one that is found a lot in the landscape where this characterful cheese is produced: *Bleue du Nord*. You will easily recognise it: white coat speckled with grey, blue or black and a black muzzle. Both a milk and a meat breed, she sometimes gives her milk to produce Maroilles.

While the Maroilles cheese is the most famous of our cheeses, the region counts more than six hundred referenced cheeses including the Mimolette with characteristic orange colour, the Bergues and the Le Vieux Boulogne with their rind washed with beer, the Rollot which was the royal cheese of Louis XIV, the Tome de Cambrai, Sablé de Wissant, Pavé Bleu and different goat cheeses.



MAROILLES... AND ALL OUR OTHER CHEESES





FISH & SEAFOOD

The waters of the Channel and the North Sea hold an invaluable variety of fish and seafood. Whether eaten as a special dish (lobster, scallops, sole, bar) or consumed here on a daily basis (herring, mussels, cod), this treasure is found on our plates, presented as desired according to the season and the imagination of our chefs. Around 70 species are fished in the Channel and the North Sea every day. Boulogne-sur-Mer remains the centre of the sector with its impressive fleet of 106 vessels and its fishmongers. Fish are divided up into three main groups depending on the vessel sizes used to catch them and time spent out at sea.

First there are the fish and shellfish from coastal waters which include sea bass, catfish, lobster, plaice, dogfish, sole, crab and turbot. These are caught by spinners who leave at night for 12 hours at sea. Then there are the fish from traditional fishing, among which are sea bream, squid, gurnard, herring, mackerel, whiting and red mullet. These are caught by trawlers which go to sea for 2 to 3 days. Finally, there are deep water fish: cod, grenadier fish, saithe, blue ling, rockfish caught by deep-sea trawlers that set out for between 30 and 60 days. Some leave for up to 90 days and freeze directly on board to preserve the quality of the fish caught. Boulogne-sur-Mer is where most of the smoking, salting and freezing is done, and advanced logistic companies are based. It is also the most important European platform for the transformation of seafood products. The small ports to be found along the 190 km coastline contribute more to its bounty. Nor let us forget shore fishing, another jewel of our blue heritage; a tradition which includes the collection of sea vegetables and cockles. Villages along the coast offer some of the most iconic dishes the region has to offer: for example smoked herring on a bed of potatoes or the famous fish soup from Le Touquet.



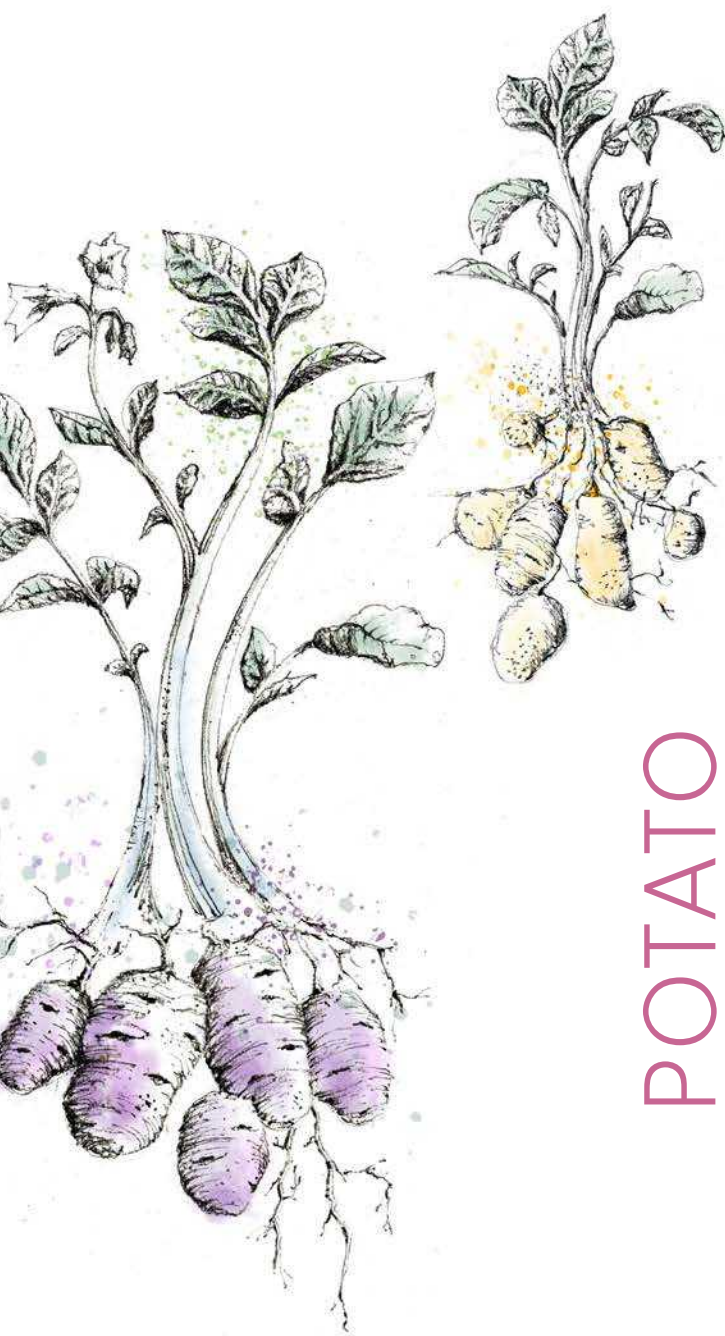
A good meal always finishes on a sweet note. While the beetroot also has its indisputable place in regional cuisine, Hauts-de-France is the leading French region when it comes to cultivating the sugar beet, around 50% of overall production. Just under 3m tonnes of sugar are produced every year, providing 55% of the French and 15% of the European market. So, what do we put on our crêpes or waffles? Yellow or brown Vergeoise of course! In the first case, the sugar beet syrup is cooked once, in the second twice and is not to be confused with brown sugar, which is produced from cane sugar syrup. Another sugar is

also used in the region: candy sugar. More generally, beet sugar is used for everything. We owe to it the fine texture of our confectionery, the looks of our ice creams, the crunchiness of our favourite biscuits. It is used in our famous Macarons from Amiens, our Waffles, the *Gâteau Battu*, a speciality of the Somme department or the famous *Tarte au Sucre* (sugar tart).

Our sugar beet gives sweetness to our biscuits, macarons, waffles, crêpes, gâteaux and sugar tarts !



SUGAR BEET & BEETROOT



POTATO

It would be unthinkable to imagine Hauts-de-France without the potato and its many regional varieties including Pompadour, Merville - with protected geographical indication (PGI) - the purple coloured Vitelotte only grown by a few producers in France, or the more common ones such as Annabelle, Caesar, Charlotte, Olivia, Nicolas, Samba, Vitoria, Monalisa and Bintje.



Depending on the variety, the potatoes are used across the culinary spectrum, not forgetting the importance of French Fries which not only accompany many of the regional dishes but have conquered the hearts of the inhabitants in their own right, being available at hundreds of *friteries* across the region. Since 2013, when the ranking started, the best *friteries* of the country can be found in Nord-Pas-de-Calais which was a region of its own before the creation of Hauts-de-France in 2016 and now constitutes the upper part of the regional territory.

Two out of three potatoes in France are produced in Hauts-de-France with more than 200 varieties and 5800 producers as well as more than 4000 jobs linked to the potato production and distribution chain. Potato fields can be found predominately in the northern and central parts of the region.

Waffles are still made and filled by hand using traditional skills and it is possible to watch them being made at local food markets.

WAFFLES



The Flemish filled waffle typical of the North is a small fine waffle which, as soon as it comes out of the waffle iron, is opened in two before being filled with a traditional mixture based on *Vergeoise* (sugar from regional sugar beet), Madagascan vanilla or speculoos cream but is eaten with many more tasty fillings today, adding regional flavours such as chicory, jenever or more exotic flavours such as coconut. The other version is a crunchy thin waffle. Both are best served with a black coffee. Waffles are still made and filled by hand using traditional skills and it is possible to watch them being made at local food markets.

Many families in the North still have traditional waffle irons at home from previous generations and have started to rediscover making their own waffles at home. The region has its own small museum with a wealth of different types of waffle irons. The waffle is one of the oldest biscuits of the world and the first waffle iron was developed by a Flemish craftsman in the 15th century while the filled waffles first appeared in the 19th century. The family tradition of making them is often linked to religious holidays and New Year's Day celebrations.





APPLES, & CIDER JUICE



The French apple has its origins in our region where orchards could be found in Thiérache in the North East from the Middle Ages onwards. In 1950, the north was the leading producer of apples to be consumed raw such as the Belle Boskoop and many local varieties. Although the production and cultivation of apples has decreased, they remain emblematic for the region and local varieties are increasingly cultivated by amateur gardeners. The arboreal heritage gives the basin a know-how which has repercussions on the final quality of the production of apples and pears. The apple can be eaten raw or cooked in desserts and even savoury dishes. The region is also rich in cider and juices which are still produced by many farmers and sold directly by the producers at local markets or regional shops.

*We suggest you try French toast with apples or a Guinea fowl from
Licques with honey and apples,
a guaranteed treat!*



CHAMPAGNE

Hauts-de-France grows and produces 10% of champagne in the southern part of the Aisne department under the French certification AOC (protected designation of origin). Champagne is of course known for being one of the flagship products of French culinary heritage. The vintages all have their particularity and typicality. They are blends of three main grape varieties: Meunier, Pinot Noir and Chardonnay. The region of the south of Aisne contains 807 vineyards with 6.5 million bottles distributed in 2017, 20% of which were exported.

The champagnes are known for their outstanding quality, the wide range of different vintages, and for producers explaining their products as well as highlighting the tradition and their craftsmanship. Events and festivals celebrate the skill of this part of the region and tourism is developing quickly to help visitors discover our outstanding champagne and the history surrounding it.



Iconic Dishes

6 REGIONAL PERSONALITIES SHARE STORIES ABOUT THEIR RELATIONSHIP WITH SOME OF OUR MOST ICONIC DISHES

The mosaic of landscapes offered by Hauts-de-France ranges from the cliffs of the two capes and of Picardy to the long sandy beaches of the Opal Coast, passing through the bays of Authie or the river Canche. The sea has long offered its sea bass, herring, mussels and estuaries rich in samphire and salty meadows that are the delight of our sheep. The *Caudière Étaploise*, the *Gainée Boulonnaise* or the *Courquinoise Calaisienne* are fish soups with special flavours.

Away from this coast, varied terrains offer views of our gastronomy’s ingredients to the horizon. The grassy valleys of Aisne, Flanders, the Avesnois, Thiérache and Picardy are the source of more than three hundred cheeses and vegetables and small farms which have inspired our dishes such as the *Tarte and Flamiche au Maroilles*, the *Ficelle Picarde*, *Soupe des Hortillons*, *Potjevleesch* and *Le Petit Salé Lillois*, rabbit with prunes, rooster with beer, the *Carbonnade Flamande*, the *Picardy Hochepot*, the *Gâteau Battu* and many more... The land and the sea also sometimes go together when combining cauliflower and mussels or a fish *Waterzoï*.

Here we want to share what these dishes mean to us and how they are inseparable from our daily lives; from who we are as chefs, artisans, representatives and people from Hauts-de-France.

With the contribution of Christian Defebvre, associate of history and geography.

Flamiche au Maroilles



Once, farmers used to test the heat of their oven by providing a leavened dough, which, once ready, could be garnished with different ingredients depending on the part of the region: Maroilles, in case of the eponymous commune. The *Flamiche*, what is it? A leavened dough on which we put pieces of Maroilles cheese. We add a little cream. I prefer it a little spicy with pepper. Drinks to accompany it would be a good Côte du Rhone or a local beer brewed in Maroilles. It goes very well with a salad. You are cordially invited to come and taste it without moderation during the Flamiche and Maroilles Festival which takes place every year on the second Sunday of August. On this day, you can taste the tarts baked in real wood-fired ovens.

Until May 1978 the recipe of the *Flamiche* was secret and it was made by local inhabitants. The recipe was rehabilitated only by an initiative from a *Maroillais* who made and sold them on the village square in a Citroën type van.

The *Flamiche* that I prefer is that of my wife and it is not because she is the one who makes it but the one that she makes is airy, light and with eggs from my hens and a know-how that she has learned from her mother.

I am always happy to see the cooking: the cheese that melts on the dough with its little fragrant bubbles. When the dough is cooked with slices of Maroilles cheese, I assure you that the smell permeates the house for several days. Similarly, when the professionals cook it, there too the smell wanders around the streets of the village.

The *Flamiche* with *Maroilles Cheese* is like the cheese that accompanies it; it has a character like its village of origin. It is maybe not very dietetic, but it is so good!!!

Dominique Quinzin, Mayor of Maroilles

Hareng Pommés à l’Huile



In Boulogne-sur-Mer, the cradle of maritime salting, herring is an institution. Between November and December, during the traditional herring season, fishermen set out in search of the “king fish” as it travels along the Opal Coast on its annual migration. In one night, within the strict limits of the regulatory quotas, the Boulogne fishermen can haul several tonnes of herring into their nets.

A few hours later, the whole coastal herring is salted and then carefully preserved in the large vats of our smokehouse in the port of Boulogne-sur-Mer. This traditional preservation method remains, the best, even today. Then the entire Opal Coast vibrates to the rhythm of the herring festivals over the following weeks.

In the purest Boulonnaise tradition, JC David salts the herring and smokes it very slowly in the oak wood-fired ovens called *coresses*. It is smoked vertically so that the smoke passes delicately and evenly between each fish. A small hole at the top of each fillet and silvery reflections are witnesses to a delicate and quality smoking process. If it is smoked as a whole, it is called *bouffi*; split in a butterfly fashion from tail to head, it is then called a kipper. A typical Boulogne way to consume it. Smoked as a fillet, it is ready to be eaten.

The best-known dish is certainly herring in oil with potatoes. The secret to the success of the recipe lies in the choice of the smoked sweet herring fillets which must be thick, soft and tender. Cut into large cubes and marinated in sunflower oil with herbs, onions and carrots cut into thin slices, the herring goes wonderfully with lukewarm potatoes, specially the delicious *Ratte du Touquet* variety which come from the region.

Philippe Fromantin, President, Smokehouse JC David, Boulogne-sur-Mer

Ficelle Picarde



A dish for the Picardians that has passed through the ages, generations, and ways of preparation... A dish that warms you up, the signature dish of a good part of Picardy. Almost everyone has their own recipe. Two clans fight about its content: Béchamel and Duxelles.

Personally, the Duxelles prevails, for its taste, a unique concentration of the base product: the button mushroom. The *Ficelle’s* name comes from the rolled crêpe with this renowned mushroom Duxelles and the slice of ham which represents the tradition of farming in our beautiful region. In my place, the *Ficelle* can play its full role. It expresses itself through the sources of its ingredients: the marriage of the spelt, a flour from the Middle Ages, produced by Marie Claire, with Benedict’s eggs. Nourished by the milk. Dany’s finely chopped mushrooms with shallots from the market gardener. The melted butter on the stove which gently stews the mushrooms to enhance their fragrance. The goal: the concentration that is the essence of the mushroom. For them to take all their space, to elevate and gain flavour, just like caviar, make them taste as good or even better than a truffle. Emmanuel’s ancient variety of pig, a piece carved from the filet mignon, dried by the salt. A new concentration of flavours is obtained by the breeder’s farming practice and refining the taste by wrapping the meat in linen.

Then comes the dish for the gourmand, the one that stirs the appetite: Bruno’s farm-made sour cream, which slowly melts on the cooking hob while Anselme’s cheese is broiling alone in the oven. The time has come to create symbiosis. We let let the broiled tomme cheese infuse in the cream and letting time do its work. In the end, we gather all these elements, each one tastier than the others. In my restaurant we serve “the Ronde Picarde”. In my mind, the *Ficelle* is a thirsty princess feeding a little guiltily on a jug of milk.”

Sébastien Porquet, Chef at Le Saltimbanque



Carbonnade Flamande



It is a dish that I particularly like, because first of all it links us to the history of Flanders and is a real legacy of the passage of the Spanish during the various wars; the *Carbonnade Flamande* is only a local variation of their bull stew, the bull replaced by the dairy cow and tomatoes, garlic and red wine replaced by carrots, onions and beer.

The *Pain d'Épices* invented in Ghent rounds off the angles of bitterness, a flavour that sets us apart from all other French cuisine and which develops when cooked in beer.

Our territory is rich in external influences, I am very proud to be from here; it reflects the passage of all the other peoples who shaped our cuisine, our architecture, our culture and our blood. It contains such wealth from their contributions.

The carbonnade is also part of my personal history, having grown up in an *estaminet*, which has become the Vert Mont that we know today, and where I saw my grandmothers, my parents, cooking whole pots for years.

Today this dish is no longer on the menu in its traditional form in Boeschepe but I work regularly with it as a vegetable inspiration with beetroot, or as a sauce.

For a few years I had to distance myself from the *Carbonnade Flamande*, not feeling like making nor eating it, but today it is a dish that symbolises sharing and comfort that I like very much and reminds me of my childhood. Like this land, this recipe is warm, comforting, anchored in our history and terribly good.

Florent Ladeyn, Chef at Auberge du Vert Mont in Boeschepe, Bloempot and Bierbuik-Bloemeke in Lille.

Gâteau Battu



This cake is not made for refined gourmets, it is a cake that speaks to us from the bottom of our hearts. A cake that tells a story; one of my family who have worked every night for three generations to bake this specialty so appreciated by Picardians and all of those who, one day, cross the path of our *Gâteau Battu*.

We bake it with a lot of love and patience. Love, because I learned to make it by watching my father, Francis Fréville, and then step by step I started to work with the batter myself. First of all it is made from high quality local products: eggs, flour and butter from farms and villages nearby. Then patience is needed, because the batter must rest for over an hour before being beaten by hand with strength and conviction numerous times so that it deserves its name *Gâteau Battu* (the name literally means beaten cake).

For the weighing and moulding, we take the batter back into our hands. It is necessary to feel it, almost caress it, to sense the promise that will be delivered by the baking. After many long minutes spent watching the batter wriggle and rise under the heat of the oven and fill the bakery with a sweet smell, the cake is finally alive, freed from its chef's hat shaped mould.

The cake is now ready to be enjoyed by young and old from breakfast time to afternoon snack, as an aperitif or for dessert. The *Gâteau Battu* is a symbol of our region, not an imposed one but chosen by those who love and invite it to every party or event marking the rhythm of life in our region.

Olivier Fréville, Artisan Baker & Pastry Chef, Quesnoy-le-Montant.

Potjevleesch



It was during my training in the second year of CAP cuisine (certificate of professional competence) at the Don Bosco Training Centre in Bailleul that I won the International *Potjevleesch* Competition in the youth category. It was in September 2018. I had already done a lot with my trainer Benoît Flahaut ... it cannot be counted in the number of dishes, rather in kilos!

Potjevleesch is a ubiquitous feature of our region. It is served everywhere, from the tavern to the small bistro and the big brasserie. It is a popular, generous and gourmet dish. In fact, it is often prepared in large quantities to be able to serve it during the week. It's a dish to share!

It is also true that the recipe showcases local meat products. *Potjevleesch* is the "pot of meats". We are lucky to have quality poultry, rabbit, veal or pork: four white meats of which we increasingly retain the prime cuts. And then we also have the herbs where, in addition to the classic thyme, bay leaf and onions, we can add juniper berries.

My experience with the *Potjevleesch* gave me confidence. The contest was two years ago! Now I am continuing my training and my career in a gourmet restaurant in Cassel, and the opportunities to prepare it are much less frequent. But it remains for me both an iconic recipe of Hauts-de-France and of my career as a young chef.

Lucien Vates, winner of the International Potjevleesch Competition 2018

02

HIGH QUALITY RISES FROM FERTILE GROUND

Our Rich Ecosystem
Ambitions
Forward-looking Policies
Innovative SMEs
Brands, Labels & Recognitions
Events calendar



Our Rich Ecosystem

HAUTS-DE-FRANCE,
A FORWARD-
LOOKING REGION
AT THE VERY HEART
OF EUROPE

Hauts-de-France is situated within a 300km radius of 5 European capitals, a strategic position to boost business co-operation, knowledge exchange and serve as a tourism and gastronomic destination for its neighbouring countries and urban dwellers. Coming to our coastal areas or exploring our regional parks is the perfect way to escape the buzz to find some peace and quiet. Our strategic location has also had a profound impact on our business tourism which is a key sector for regional economic development.

Our preserved coast boasts most of our tourist sites, with a marine park and two regional parks which include two sites classified as *Grand site de France* because of their exceptional beauty. Our regional heritage is rich and diverse and our cultural offer one of the richest in the country, including important cultural institutions

such as the Louvre-Lens, the Domaine de Chantilly, Nausicaa or historic sites such as Vimy, Thiepval and Historial de Péronne. In addition to our 84 museums part of the French museum network and many more museums, exhibitions and art spaces, let's not forget our dense calendar of events throughout the year with a strong focus on our gastronomy and iconic products.

Hauts-de-France is at a strategic geographic crossroads and so was always a disputed area. Scars from this history, from Roman occupation to the battles of the Hundred Years' War, and both the World Wars of the last century, still attract a large number of foreigners who visit these special historical and memorial sites to feel the real scale of our joint history. A former mining region, our industrial past and related heritage sites are as much part of our identity as are our strong fishing, agricultural, and brewery traditions. The textile industry was also a leader until its decline during the second half of the last century. Our world renowned lace, which was first produced manually for centuries and then industrially, is still a symbol of our finesse and delicacy.

Today our region is fully embracing its past, its heritage and traditions while looking ahead with the aim to develop new opportunities and a sustainable future for its citizens and businesses.



Ambitions

1

Regional Transformation

New dynamics established through the development of the bid are creating a momentum that brings together all regional players, providing lasting cross-sectoral transformation to the region of Hauts-de-France in the lead up to the award year 2023 and well beyond. One of the main opportunities for the region is to highlight its underestimated strengths and to take a qualitative leap forward by demonstrating its transformation from a leading agri-food region to one of gastronomy.

2

Economic Development

The bid strengthens our capacity to boost gastronomic tourism, the food ecosystem and its jobs, to develop tailored educational opportunities for all ages as well as increase the support of SMEs and producers through targeted projects. It is a crucial time to support the sectors of the food ecosystem further in making necessary changes to ensure a sustainable future for the citizens of the region. The successful implementation of sustainable practices and business management, in line with expectations at national, European and international levels, is at the heart of our regional strategy.

3

Valuing Local Quality Products

We want to use the opportunity to continue supporting the growing trend to consume and cook local products and rediscover regional culinary traditions. Shortening the food chain and ensuring easy access to local quality products for as many businesses and citizens as possible is a key priority for our stakeholders. Targeted actions have proven themselves during the Covid-19 crisis, have sparked new ideas and the award will be an opportunity to strengthen new developments in co-operation with SMEs, local producers, hotels, and restaurants.

4

Innovation Ecosystem

We recognise that innovation is key to ensuring our region is ready for the challenges of tomorrow. While respecting our history and traditions we are strongly encouraging innovation within tourism and the food ecosystem in line with today's demands and expectations. The award will bring opportunities through new collaborations between stakeholders and European Regions of Gastronomy as well as visibility at local, national, European and international levels. It will allow us to support our start-ups and entrepreneurs further in finding innovative solutions and inspire culinary innovation among our chefs and apprentices.

5

Public Wellbeing

Wellbeing is at the heart of our regional tourism strategy and our vision for gastronomic tourism. It is also a key factor in shaping a bid and programme that is as inclusive as possible. With the award we intend to provide the fertile ground for our gastronomy to blossom and develop the tools for professionals, stakeholders and citizens to participate in the initiatives leading up to and taking place during the award year of 2023 and beyond. With the award we want to raise awareness of the role of gastronomy and local products for public health and wellbeing and develop our offer of innovative culinary experiences for tourists, visitors and citizens, sharing a genuine moment of conviviality.

6

Regional Attractiveness and Visibility

We want citizens and professionals to feel grounded and to confirm that this is their region of choice to live and work in. We aim to work with our stakeholders to further develop the attractiveness of the region for those working in the different sectors linked to the food and gastronomy ecosystem. Boosting visibility at national, European and international level is a key reason for the development of the present bid for European Region of Gastronomy. Through the development of an attractive programme that consists of new, but also builds on existing initiatives, we aim to transform regional gastronomy and celebrate as it blossoms.

6 KEY REASONS
WE ARE BIDDING
FOR THE AWARD

A GLIMPSE OF OUR REGION IN THE EUROPEAN AND INTERNATIONAL CONTEXT



There is an awareness that new challenges need fresh ideas. Our region, which has always been up for tackling new problems and facing experiments, has had the capacity to transform and reinvent itself. Our history and our youth give us the strength to overcome difficulties and transform the prospects for our future. The bid for European Region of Gastronomy is an opportunity to raise awareness about today's key challenges. This includes helping our stakeholders to work in a more European and international context and the implementation of the objectives of European strategies - such as the recent *Farm to Fork Strategy* which is at the heart of the European Green Deal, aiming to make food systems fair, healthy and environmentally-friendly. We know that our food system cannot be resilient to crises such as the Covid-19 pandemic if they are not sustainable. As an example, the President of the region hopes to increase the agriculture budget by 20 to 25% by the end of 2022 to around 30 million euros per year. This will allow Hauts-de-France to respond to new challenges linked, for example, to agroecology.

Stakeholders are equally supportive of looking for ways to implement relevant aspects of the *EU Biodiversity Strategy for 2030* which aims to put Europe's biodiversity on the path to recovery by 2030. Biodiversity and a healthy environment are essential to preserving the attractiveness of our region and the wellbeing of its citizens, visitors and tourists. Our Biodiversity Observatory is an environmental observatory, specifically intended for the observation of biological diversity on a regional scale, and for the evaluation of policies undertaken to protect it. Its objective is to analyse and provide as much objective and relevant information as possible on the state of health of nature in the region.

The firm belief in the advantages of a circular economy, another priority at European level, has led to the Hauts-de-France Regional Plan for the Prevention and Management of waste (PRPGD) in late 2019. The aim is to make Hauts-de-France a "zero waste" region and develop a circular economy across its territory. We can see a growing awareness among our citizens and a boom in projects and business ideas providing solutions to this aim.



Our stakeholders are mindful of the need to invest in digital technology and the necessity for educational innovation to answer to our companies' needs. This has been amplified by the COVID-19 health crisis which has triggered many projects but also shown the vulnerability of the tourism and hospitality sectors as well as the whole food ecosystem. The new European Skills Agenda published in June 2020 pursues a real paradigm shift in skills to take advantage of the green and digital transitions and supports a prompt recovery from the COVID-19 pandemic which is fully in line with Hauts-de-France stakeholder ambitions.

Research and development are fundamental to supporting innovation and a sustainable economic model and in total our region counts around 4600 researchers and researcher-lecturers. Overall, more than 10 000 people are working in the service of research and development and the track record of international collaboration and projects supported by European funding relevant to our bid is considerable. A long list of *Interreg* projects is just one example, and it is important that the dedicated agency is located in the capital of our region, Lille.

The UN sustainable development goals (SDGs) have had a profound impact on national and regional policies and are at the centre of sustainable business development and actions across the region.

In December 2019, the regional plan for land use planning, sustainable development, and equality (SRADDET) 2020-2025 was adopted in Hauts-de-France. The plan allows French regions to build a strategic and coherent vision of their planning and of sustainable and balanced development. Thus, this plan fixes the medium and long term objectives, among other things in terms of establishment of infrastructures of regional interest, opening up of rural territories, economical management of space, development of transport, control and enhancement of energy, fight against climate change, air pollution, protection and restoration of biodiversity, prevention of waste and waste management. In Hauts-de-France the executive added digital development to these regulatory themes.

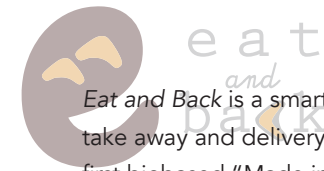
When it comes to our objectives linked to the global energy transition, our aim is to set up a sustainable, robust energy model, which in particular takes the depletion of fossil resources and the protection of the environment into account, while creating new economic activities around this policy. To initiate our ecological transition is to participate in a new economic and social model which is based on strong focal points: durably reducing pollution and nuisance, becoming aware of the richness and fragility of our environment, facilitating the participation of all.



6 EXAMPLES OF PRODUCT INNOVATION

Supporting our regional innovation ecosystem, start-ups and SMEs is one of our key ways to prepare for future challenges and contribute to a more sustainable and circular economy. The region has eight sites of excellence, labelled "*Hauts-de-France innovation parks*" to consolidate their place in the innovation economy, one of which is mainly dedicated to the agrifood sector (Euralimentaire), another one to health and nutrition (Eurasanté). Both are incubators and accelerators for start-ups, provide support for project development and research projects. The basis for our creative and entrepreneurial spirit is maybe the fact that we have the youngest population in France with 33% of inhabitants under 25 years old. Many projects succeed by developing their ideas in one of the innovation parks or by participating in dedicated national or regional competitions such as *foodcreative.fr* (a regional annual agrifood innovation competition).

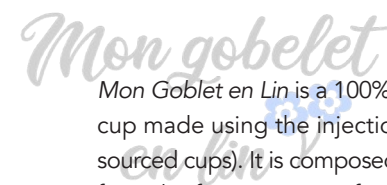
Here are 3 great examples of regional innovation linked to solutions developed as a response to the law on energy transition for green growth, which has prohibited the sale and distribution of plastic cups, glasses, and plates since January 1, 2020. A further 3 examples can be associated with the use of left-over and by-product to produce cereals, beer and mushrooms.



Eat and Back is a smart zero waste solution for take away and delivery food. The lunchbox is the first biobased "Made in France" lunchbox with a brand-new design and constitutes an alternative to petrochemical plastic. It can be used and reused for different kinds of meals instead of single-use packaging.

It is above all a system of 500ml or 800ml containers that stack vertically like Japanese bentos and thus allow you to adapt to a wide variety of meals for delivery. The lid of the lunchbox can be customised to convey the restaurant brand image associated with this virtuous product.

Eat and Back is also an app with a digital deposit system which is very helpful for restaurants and professionals who want to deliver their meals in re-usable containers without any cash deposit problems.
niji.fr



Mon Gobelet en Lin is a 100% bio-based composite cup made using the injection process (like petro-sourced cups). It is composed of PLA (polylactic acid) from the fermentation of starch found in corn and potatoes, and flax, a natural vegetable fibre of which France is the world's leading producer, and which has been sourced from the Hauts-de-France region. All manufacturing stages take place in France of which 80% in Hauts-de-France.

The product is therefore a completely natural cup which, unlike competing products, is compostable and biodegradable. The cup can be personalised with a bespoke company logo and is an interesting alternative to single use plastic cups, bio-based disposable dishes or reusable tableware, including reusable and recyclable polypropylene (PP) cups. While recyclable cups are already a very good alternative this type of cup can unfortunately be found in nature or in the sea, the problem of environmental pollution always being present because PP is petro-sourced.
mongobeletenlin.fr



Innovative SMEs



Aware of the very significant numbers of plastic straws used in catering each day and the European law from 2019 banning disposable plastic products by 2021, three brothers from Calais decided to offer a new ecological and sustainable solution. This is how, after several months of research and testing, *StrawBio*, the ecological straw, was born. Strawbio is a company from Calais which was created in 2019 and produces a 100% home compostable straw made from corn and potato starch from local agriculture.

With its fully local production, *Strawbio* has a strategic position in Europe and is a company that conveys strong values: being eco-responsible and offering 100% Made in France manufacturing while also meeting the needs of consumers. The company wants to minimise its carbon footprint but also its impact on the environment in the long term. Its home compostable straws are in perfect harmony with the values of current consumers who are willing to change their consumption pattern. strawbio.com



Happy Drêche was created in Lille in 2018 to respond to one of the major problems of urban micro-breweries, namely the upcycling of their main by-product, brewer's spent grain. The spent grain is malted barley that was infused in hot water at the very start of the beer making process. The sugar from the cereal is released into the water to make the wort which will then become beer. The remaining solid part is the grain. In urban areas, microbreweries are generally forced to throw it away as waste because they have no means of recovering it. However, to produce 1000 litres of beer, 300 kg of spent grain are generated, impressive volumes that end up in the rubbish. And yet the

grain is an ultra-healthy resource, a digest of dietary fibers, proteins, many amino acids and vitamins! The development of this resource for human consumption therefore appeared to be an obvious step. *Happy Drêche* collects the grain from micro-breweries in the Lille metropolitan area to transform it into breakfast cereals, aperitif snacks and cookies. The added products are mainly local. Part of the production is carried out in collaboration with employment assistance programmes. Environmental impact being a priority, bulk represents a significant part of the activity, in order to limit the use of packaging. *Happy Drêche* products are marketed exclusively

within a range of less than 100 km from the place of production. Brewer's spent grains being a problem common to all urban micro-breweries, *Happy Drêche* plans to share its know-how by setting up a recovery network. Through its approach, *Happy Drêche* aims to reduce food waste while creating economic value through close collaboration with local players. happydreche.webou.net



Bread is the most wasted food product with 3 out of 10 billion white loaves produced in France ending up in the bin every year. Conscious of this fact, two students, Martin and Pascal got together in 2018 and decided to act and combine their craft beer production with the use of this unsold bread. They organised themselves together with bakers and restaurants who collect their dry bread in collection bags. Martin established a system for processing unsold bread so that it could be upgraded in breweries and Pascal worked on a beer recipe to replace the cereals with the dry bread.

At midnight, the dry bread from the previous day was then added to the brews. The first bottle of *Pain de Minuit* ("Midnight Bread") could be tasted 5 weeks later, at midnight, of course. This is how *Pain de Minuit* was born in 2019, an eco-responsible beer brewed from dry left-over bread from responsible partners. This clever brewing process allowed them to save more than 200,000 liters of water, normally used for growing cereals that have now been substituted. Today, several tens of thousands of bread slices have been given a second life in beer at their brewery. When piled on top

of each other all the bread slices equal more than 15 times the height of the Belfry of Lille. *Pain de Minuit* is marketed in Lille and in Hauts-de-France in nearly 100 responsible establishments. drawyourbeer.com



With its Pleurette brand *La Révolution Champignon* offers a gourmet vegetable alternative centred on mushrooms (oyster, shiitake, etc.). In 2016 Pleurette started producing mushroom kits to grow on coffee grounds and quickly expanded its range with products that are healthy for the planet, tasty, nutritious and 100% organic. Pleurette skillfully mixes their fresh approach with a strong bias towards health, the circular economy (upcycling, etc.) and even urban agriculture.

Produced from substrates made from undervalued agricultural residues, the fresh mushrooms are sold as part of short food chains to local wholesalers and in specialised shops. For 3 years, the company has also been upgrading the heart of oyster mushrooms, little-known yet very interesting for its nutritional value. The overall ambition is clear: to shake up consumer habits and illustrate environmental issues through the mushroom's place on the plate. larevolutionchampignon.com



OUR WAYS TO SUPPORT STAKEHOLDERS, VALUE THE QUALITY OF OUR PRODUCTS, INFORM AND ENGAGE WITH CITIZENS AND CONSUMERS

Hauts-de-France can take pride in many regionally developed quality labels, brands, and initiatives of which a selection is presented here. In addition many more prominent national labels, brands and initiatives can be found across the region, closely linked to the work carried out by regional stakeholders.



The *Haut & Fort* brand aims to promote the Hauts-de-France region in an original way and has had considerable success and uptake. This brand belongs to everyone - everybody can appropriate it and use it in their communications. Inhabitants and active professionals from Hauts-de-France have been asked to become ambassadors for the region and it has become their brand. Haut & Fort, which was developed by the Regional Tourism and Congress Committee of Hauts-de-France (CRTC), is the symbol of the talents and energy that is transforming the region every day: a third industrial revolution. *Haut & Fort* conveys pride, energy, and enthusiasm. This brand embodies the sense of hospitality of the inhabitants and describes the optimistic and collective state of mind that characterises the people of Hauts-de-France. It also summarises the experience offered by Hauts-de-France, on physical and emotional levels. By using the brand, everyone agrees to:

- Contribute actively to the attractiveness of their territory and the attractiveness of Hauts-de-France
- Embody the values of Hauts-de-France through their actions, which include daring & responsibility, resilience & freedom, pride & generosity, commitment & creativity

hautetfort-hautsdefrance.com



Mr. Goodfish is a European programme on sustainable consumption of seafood products, launched under the umbrella of the World Ocean Network, by three aquariums: Nausicaa – the national sea centre in Boulogne-sur-Mer, Hauts-de-France, the Acquario di Genova in Italy and the Aquarium Finisterrae in Spain. The main objective of *Mr. Goodfish* is to raise awareness of the fishing industry and the related economic sector (from fishermen, fishmongers and restaurants to consumers) on sustainable exploitation and consumption as well as to offer simple and positive solutions. All professionals who join the *Mr. Goodfish* programme receive a communication kit enabling them to promote sea products recommended by *Mr. Goodfish*. This is a constructive programme: nothing is banned, there are only recommendations which are published quarterly, as a list on the *Mr. Goodfish* website and app and communicated to all contributing members. Only non-threatened species are on the *Mr. Goodfish* menu! This allows for variation in tastes while protecting fish stocks.

mrgoodfish.com



Saveurs en' Or is a collective brand that supports regional economic development and has been supporting products made in the Hauts-de-France region for more than 15 years. It is a

collective approach that values and recommends authentic Hauts-de-France food products, a reflection of our wealth and our agrifood skills. Its values are traceability, use, quality, proximity, and taste. The objective of the brand is to guarantee consumers local products, primarily from regional agriculture and produced by companies in Hauts-de-France that generate local jobs. Currently the brand can be linked to more than 1000 products, 200 companies, 4000 producers and 10 000 jobs. Products are being promoted at regional, national and international levels, with many products firmly anchored within national distribution channels.

saveursenor.fr



Artisan en' Or is an operation carried out by the Hauts-de-France Chamber of Trades and Craft, in partnership with the various food federations represented in the process, and above all the General Confederation of Retail Food. Created in 2009, it is funded by the Regional Council and through the European Regional Economic Development Fund. *Artisan en' Or* aims to promote craft skills for the catering trade; it has now become the benchmark brand in the world of food craft trades, and has nearly 300 talented artisans divided into 6 sectors: butchery, bakery, cold cuts, chocolate, pastry and catering. The aim has been to build a network of craftspeople, and to enrol them in a quality approach to service

at their point of sale. They then undertake to comply with rigorous specifications. An independent organisation, Avicert, performs the certification and the consumer is thus assured that the products presented are “homemade”, with local raw materials and respect for hygiene and food safety rules.

artisanenor.fr



Owned by the Hauts-de-France Regional Chamber of Agriculture and supported by the Regional Council, this brand is a landmark for consumers (or gourmets) and professionals. The *Terroirs Hauts-de-France* brand is open to farmers, artisans, and businesses from the five departments of the region. Its purpose is twofold; to allow residents and visitors to consume local products and to support farmers, artisans, and small and medium-sized businesses both in developing awareness of their products and in terms of raw material supply. Recognised by consumers and professionals, the collective brand *Terroirs Hauts-de-France* is based on:

- Local production and processing of raw materials of regional origin,
- Product approval by an independent tasting committee representing “civil society” (men, women, young and old, urban and city dwellers, professionals, and amateurs, etc.),
- Control by an external body which guarantees consumers

that producers meet the specifications. At the time of writing the brand brings together 109 producers who offer more than 660 fresh or processed food products. *Terroirs Hauts-de-France* collaborates with a network of nearly 80 independent retail merchants ("the Shops of our terroirs"), true ambassadors of the brand and of Hauts-de-France producers. terroirshautsdefrance.com/en/



Flanders is noted for its authentic traditions and its conviviality. In terms of gastronomy, the traditional restaurants, formerly a gathering place and for drinkers according to the definition of the French Academy, are today a reflection of Flemish heritage. Nowadays, when you enter them you taste the flavours of the territory; they are convivial places and it is this spirit that makes all the difference! The brand *Estaminets Flamands* was set up as a joint project between two municipal authorities, carried by two Tourist Offices which aim to defend the values of French Flanders. Since 2017, the date of the first labelling, the Cœur de Flandre and Hauts de Flandre tourist offices have awarded 16 *Estaminets Flamands* labels. These winners volunteered and passed a mystery audit through which they had to fulfil at least 80% of the criteria in a pre-established grid. They have undertaken to respect a number of promises by co-signing a charter to become ambassadors

of the territory. A label is above all a mark of credibility and guarantee to customers. In this sense the label *Estaminets Flamands* aims to highlight the traditional dishes and products, the interior and exterior fittings of the premises and especially their Flemish spirit while emphasising hospitality and friendliness. To enter a Flemish Estaminet is to breathe Flanders! (*Estaminets Flamands* is a registered trademark)



On the initiative of the European Metropolis of Lille (MEL), the Department of the North, the Hauts-de-France Region, the Chamber of Agriculture and the Association of Mayors of the North, a local catering supplies collective was developed which in 2017 led to a charter and a logo, *Ici je mange local* (Here I eat local [food]). Everyone is mobilising to increase the share of local and organic products in canteens and to achieve this, meetings between buyers and sellers are organised in order to simplify exchanges, and structures are supported in food purchases and in public markets. Schools, colleges, high schools, medico-social establishments, central kitchens all benefit from the support of institutions for an important development of qualitative, seasonal products with traced origin. The initiative is an effective response to the requirements of public health and support for the local agricultural sector in terms of collective

catering. As of 2019, 334 establishments have been awarded: 225 are gradually engaging in the process, 87 have reached 20% of local products in at least 2 agricultural sectors, 21 reach 40% in at least 3 agricultural sectors - or 35% of local food including 5% from local organic farming, and 1 reaches 60% including 10% from local organic farming. 3 logos exist, illustrating the 3 levels of distinction.



Je mange local... et vous? (I eat local [food]... and you?) is a political initiative of the Hauts-de-France Regional Council which aims to mobilise institutional, agricultural and catering stakeholders to meet the challenges of developing the supply of local food products and meals. The logo, which is the sign for all the activity carried out by the Regional Council in favour of local products, contains the slogan which challenges and questions the conscience of institutions, professionals and residents on their own commitments in this area. Under the banner "I eat local [food]... and you?", the Region initiates, supports and promotes projects in favour of shortening the food chain:

- The "*Ici on mange local*" (Here we eat local [food]) partnership approach to promote local products in collective catering,
- Support for the actions of the committee of the chamber of agriculture promoting food products towards the general public, for example Les Hauts

Délices (www.leshautsdelices.fr), a website about where to buy local food products in Hauts-de-France (ouacheterlocal.fr), etc. and professionals (trade fairs with mass retailers or players in collective catering),

- Support for the Approlocal.fr platform, marketplace for professionals.



Goutezlaqualite.com is a website for the general public which aims to publicise or discover products which benefit from Official Signs of Quality and Origin (Label Rouge, PDO, PGI, Organic Agriculture, TSG) and the Product Compliance Criteria, and the guarantees that these signs provide.

Maroilles (PDO), Licques poultry (Label Rouge), Baie de Somme salted lamb (Label Rouge), Ingots du Nord (beans) or smoked garlic from Arleux (IGP), Pompadour potatoes (Label Rouge), smoked herring fillet and fish soup (Label Rouge), Jenever (IGP) or champagne... Products from agriculture and the sea, livestock products and transformed products, the whole food chain is covered. Long recognised for the quality of its products and the know-how of its companies, Hauts-de-France can rely on the richness of its *terroir* and its culinary and gastronomic heritage. Visitors to the website can view videos of producers, learn more about the particular qualities of each product and discover a multitude of regional gourmet recipes to cook. Every

month, news and interviews with chefs, meetings with producers or agri-food companies are published on the website. The main aim of the website is to promote the consumption of these high-quality products in and outside the region as well as to educate consumers about products under Official Quality and Origin signs and the guarantees that these signs provide.

goutezlaqualite.com



Gathered under the banner "The Shops of our *Terroirs* - Here are products from Hauts-de-France", the retailers of this network are committed to improving the access of their customers to local products. They source from and meet with local producers. Knowing the products and how they were produced allows them to give their clients the best advice. Every day they commit to providing a quality welcome and a tailor-made service by giving information about local producers, advice, recipes, gift hampers, etc. The shops are spread across the Hauts-de-France region. Some are also present at markets, fairs and shows, on the Internet and social networks. A friendly welcome, culinary discoveries, anecdotes, buying a cheese, a terrine, a beer or sweets can be a convivial experience. At present nearly 80 shops are involved in this growing network.

leshautsdelices.fr/boutiques-de-nos-terroirs-ici-en-hauts-de-france/



Espaces naturels régionaux (ENRx) is an engineering structure that supports and brings together the activity of regional nature parks and implements Hauts-de-France Region's policies for biodiversity, agriculture, rural innovation, energy transition and sustainable tourism. The expertise, services and action programmes of ENRx in the field of environment and regional planning are aimed at the regional population, guiding the decisions of elected politicians and promoting local economic circuits. ENRx, in collaboration with professionals from the agricultural and livestock sectors, are helping to revive the animal, vegetable and fruit heritage of Hauts-de-France. This regional living heritage is brought up to date, shortening the food chain, with local producers, traders and restaurateurs (meat, vegetables, fruits). The origin and quality of these products contributes enormously to the image and reputation of our region.

enrx.fr



Since 1994, A PRO BIO has been committed to serving those in the Hauts-de-France organic sector and works for everyone's access to quality food.

The association brings together producers, processors, distributors, consumers, associations, training centres, ... engaged to promote and develop organic, local and fair-trade food in our region.

A *PRO BIO* stands alongside its network to:

- Develop the regional organic sector, by bringing collaborative and collective dynamism to its structure, especially Bread and Beer. This is also done by supporting organic processing and distribution companies, from certification to promotion, and by intervening with young agrifood professionals. The association also carries out monitoring work throughout the year as part of the Regional Organic Plan.
- Encourage responsible consumption patterns, by meeting different audiences. Several tools and awareness campaigns are deployed with families, groups of children and adults, to draw attention to a number of themes: the fight against food waste, vegetable proteins, endocrine disruptors, labels etc.
- Support regional projects in favour of sustainable food: the introduction of local organic products in collective catering, technical support for installation and the conversion of traders, artisans, restaurant owners or distributors' practices. A *PRO BIO* supports local food approaches, to match as closely as possible the needs of the inhabitants of Hauts-de-France.

aprobio.fr



For several years the Hauts-de-France region has been engaged in the rev3 dynamic, stemming from the principles of the Third Industrial Revolution, aimed at making Hauts-de France a sustainable and connected region around new economic models and territorial development, reconciling technological, energy and environmental transitions towards a low-carbon economy.

This dynamic distinguishes itself by its unifying nature and by bringing together the political, economic, higher education and research worlds in a collective and collaborative approach.

Over 1000 projects led by companies and territories have already been completed; many more have been launched.

Backing up the ambitions for being European Region of Gastronomy, there is strong synergy between economic renewal and innovation in rev3, in particular the shortening of supply chains and local resources managed in a sustainable way, so that they contribute positively to the circular and bioeconomy.

rev3.fr



CULINARY
& CULTURAL
HIGHLIGHTS
THROUGHOUT
THE YEAR

The diversity of agricultural produce, fish and sea food products as well as other regional specialities are reflected in an incredibly rich year-round programme of local and regional events. The regional cultural calendar is full of event highlights throughout the year, bringing people together to celebrate and enjoy cultural experiences with food and drink that are a regular feature in the locals' diaries. Some events and festivals are well known beyond national borders, such as the Braderie de Lille or the Chantilly Flower Show, and attract increasing numbers of foreign visitors, while others mainly bring together locals to celebrate traditions and experience a moment of conviviality.

Many products have their own festival(s) or fairs; what better way to get to know and interact with local producers, discover, taste, and buy seasonal products? Besides these regular events, the list of culinary traditions linked to dates throughout the year is immense. The region's artisans (bakers, pastry chefs, cheese makers, butchers etc.) are busy supplying their delicacies to the local population. In January for example, a very special *Galette des Rois* (King's Cake) is produced in Dunkirk for Epiphany that cannot be found anywhere else in France. In Dunkirk it is filled with cream and flavoured with rum and called *Galette au Beurre*.



FEBRUARY, MARCH & APRIL

- FEBRUARY**

 - Endive Festival (Haisnes)
 - Carnival of Dunkirk (Dunkirk)
 - Paris International Agricultural Show (Paris)
 - Winegrowers & Terroirs Fair (Calais)

MARCH

 - Paris International Agricultural Show (Paris)
- Chocolate Fair (Chantilly)
 - Tourism & Flavours Fair (Lillers)
 - Series Mania Festival (Lille)

APRIL

 - Boudin (sausage) Fair (Saint-Quentin)
 - Shell Festival (Etaples-sur-Mer)
 - Leek Festival (Moncheaux)
- International Kite Festival (Berck-sur-Mer)
 - Bird and Nature Festival (across the region)
 - Nord Trail Monts de Flandre (Bailleul)
 - Video Mapping Festival, April-September (across the region)

MAY & JUNE

- MAY**

 - Cheese Fair (Compiègne)
 - Une Symphonie Des Sens, (Food Festival) (Montreuil-sur-Mer)
 - Strawberry Festival (Ecaillon)
 - Asparagus Fair (Raimbeaucourt)
 - Tree and rural Trails Festival, (across the region)
 - Chantilly Flower Show (Chantilly)
- Gourmet Hike "Bienvenue à la Ferme" (Welcome to the Farm) (Aisne department)

JUNE

 - Crab Festival (Audresselles)
 - Strawberry Festival (Samer)
 - Sugar Festival (Cambrai)
 - International Garden Festival Hortillonnages (floating gardens) (Amiens)
- Salicornia Festival (Le Crotoy)
 - Terres en Fête (Agricultural Fair) (Tilloy-lès-Mofflaines)
 - Rendez-vous at the Gardens of Hauts-de France (across the region)
 - Refugee Food Festival (Lille)
 - Jean de la Fontaine Festival (Chateau Thierry)

JULY & AUGUST

- JULY**

 - Red Berries Festival (Noyon)
 - Craquelins Festival (Neuville-en-Ferrain)
 - Pie Festival (Bougainville)
 - Entre Côtes Festival (Fruges)
 - Mussels Festival (Wimreux)
 - Red Currant Festival (Loison-sur-Créquoise)
- Goat and Sheep Festival (Cartignies)
 - Main Square Festival (Arras)
 - Fine en Bulle Champagne Festival (Crouettes-sur-Marne)

AUGUST

 - Andouillette Festival (Arras)
 - Garlic Fair (Locon)
 - Flamiche and Maroilles Festival (Maroilles)
- Bread Festival (Grand-Fayt)
 - Le Souffle de la Terre (Ailly-sur-Noye)
 - Artichoke Festival (Chivy-lès-Étouvelles)

SEPTEMBER

- Smoked Garlic Fair (Arleux)
 - Apple and Cider Festival (Chambly)
 - Carrot Festival (Beauvais)
 - Cider and Apple Festival (Boué)
 - Bean Festival (Soissons)
 - Braderie de Lille (Lille)
 - Festival Mange, Lille! (Lille)
 - Garlic Fair (Bapaume)
 - Waffle Festival (Erchin)
- Milk Festival (Le Quesnoy)
 - Jam and Jam Makers Festival (Salouel)
 - Hops and Hommelpap Beer Festival (Bailleul)
 - European Heritage Days (across the region)
 - Jardins en Scène (across the region)
 - Cheese Fair (La Capelle)



Events Calendar

OCTOBER

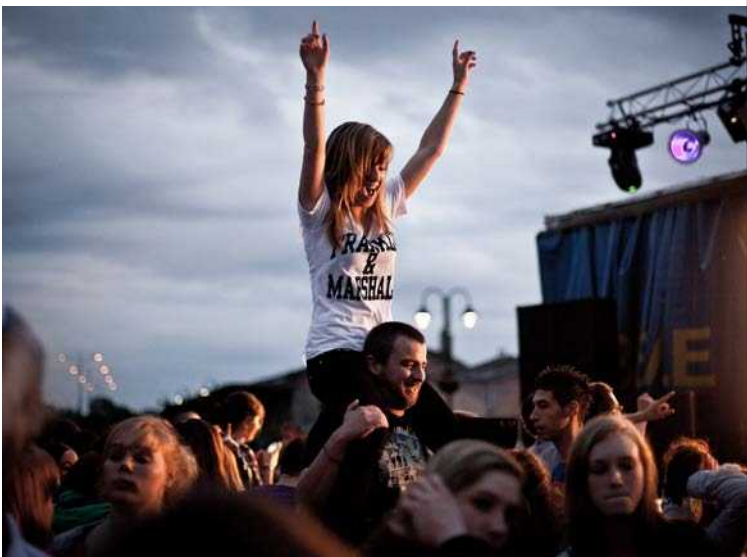
- Lingot Fair (Calonne-sur-la-Lys)
- Cider Festival (Milly-sur-Thérain)
- Cider Festival (Sains du Nord)
- Vegetable and Cauliflower Festival (Saint-Omer)
- Chicory Festival (Audruicq region)
- Valenciennes à Table (Valenciennes)
- « Les Cucurbitades » Squash and Witchcraft Festival (Marchiennes)
- Leek Festival (Verquin)
- Oyster Fair (Dunkirk)
- Wine and Beer Fair (Dunkirk)
- Oise Farmers Market (Beauvais)
- La Grande Réderie d'Amiens (Amiens)
- Champagne et Vous! Festival (Château-Thierry)

NOVEMBER

- Beer Festival (BAL) (Lille)
- Herring Festival (Etaples-sur-Mer)
- Herring Festival (Calais)
- Coastal Herring Festival (Berck-sur-Mer)
- Coastal Herring Festival (Boulogne-sur-Mer)
- NaturaBio Fair (Lille)
- Lupul'in Craft & Beer Festival (French Flanders)
- Flavours and Terroirs Fair (Arras)
- « Envies culinaires » Fair (Lille)
- Tree and rural Trails Festival (across the region)
- Balade pétillante en Champagne? (Champagne Walk) (Charly-Sur-Marne)
- Salon Made in Hauts-de-France, (Lille)

DECEMBER

- Turkey Festival (Licques)
- Christmas Markets (across the region)
- Gourmet Village (Laon)



Braderie de Lille

The Braderie de Lille is not only the largest and most famous flea market in Europe, but also one of the best-known events in France and beyond. Each year, more than two million visitors of all nationalities roam the streets of the city of Lille in search of bargains.

Throughout this weekend many events are organised in the streets before, during and after the Braderie. For two days and nights the city of Lille is buzzing. Discover or rediscover the famous Moules Frites (Mussels and French Fries), which, during the weekend of the Braderie, are sold in the tens of tons (500 tons of Mussels, accompanied by 30 tons of French fries). This spectacle alone attracts food lovers from around the world.

Festival Mange, Lille!

Mange, Lille! is a collective of chefs and people with a passion for gastronomy who want to show that in Lille we EAT. The Association's vocation is to promote gastronomy in Lille to help visitors get to know and create a dynamic around their members' kitchens. Together with chefs Mange Lille! creates and stages unique dinners and culinary events, to make cooking a meeting place for all guests. Since 2016 Mange Lille! has organised an annual week-long festival with chefs and producers in the spotlight. Eating well and healthily and using local produce, was at the centre of the 2019 edition of the festival.

lille3000

By becoming European Capital of Culture in 2004 (lille2004), Lille and its region profoundly changed the image of the city and the entire territory. From this exceptional year we still have impressive memories, like the opening party that gave 750,000 visitors a sense of the freedom to explore and enjoy so many discoveries. With tremendous creative energy and extraordinary popular enthusiasm, the adventure was continued through lille3000 projecting contemporary creation and innovation. Since 2006 lille3000 has organised a continuous programme with a major themed event every three years to build on the legacy of the European Capital of Culture in 2004.



Paris International Agricultural Show

For the last half century the Paris International Agricultural Show has been the annual meeting place for all the key players of the agricultural world. It is a leading agricultural event, not only in France but around the world. Breeders, local farmers, regions, professional organisations and agricultural professional syndicates, different ministries, research institutes: everybody contributes to present all the aspects of the sector. Every year the Hauts-de-France Region brings home an increasingly large number of medals and prizes for their products, know-how and methods of production. The Paris International Agricultural Show usually takes place in February/March each year.

Markets

Hauts-de-France is full of markets where you can find local produce to fill your basket and bring colour to your plates. From local vegetables to fish caught on our coasts, the list is huge and the places sometimes surprising. The weekly markets are also a great opportunity to relax with a drink. On fixed dates you can buy exclusively organic local produce. There are too many markets in our region to list them all here, but some of the most famous ones are the Wazemmes Market in Lille, the Water Market in Amiens, the markets of St-Omer, Beauvais and Wissant as well as the fish market in Boulogne-sur-Mer. Christmas Markets are organised across the region and play a special part in bringing people together in the lead up to Christmas. The most well-known ones are those in Amiens, Arras and Lille.

03

EUROPEAN REGION OF GASTRONOMY 2023: OUR PLAN

- Strategic Plan
- Stakeholder Involvement
- Flagship Projects
- Impact
- Marketing & Communications
- Financial Framework
- Governance
- International Collaboration
- Ambassador

TOWARDS A COMPREHENSIVE REGIONAL PLAN FOR GASTRONOMY

In 2017 a strategic tourism intervention plan was defined and in 2018 a regional strategy for gastronomic tourism was agreed with the aim of serving the region's outreach and attractiveness. These strategies have made it possible and provided the basis for diverse regional players to get together in order to coordinate an inclusive and bottom-up plan to further enhance regional strengths in the food ecosystem and to start tackling any apparent challenges in the framework of the development of the bid for European Region of Gastronomy. Exchanges and collaborations with around 300 regional stakeholders as well as a comprehensive public consultation in Spring 2020 have provided the corner stones for the development of a joint

strategic plan for Hauts-de-France European Region of Gastronomy 2023.

The regional strategies from 2017 and 2018 and the present bid book of Hauts-de-France can be seen as partially overlapping and complementary. Ambitions, objectives and actions linked to these two strategies are being complemented by the aims, ambitions and planned actions of our founding and also broader stakeholder group. The actions and initiatives described as part of the six thematic focus areas emanate from the organisation of workshops, our public consultation as well as numerous exchanges with a large number of stakeholders who have been eager to get involved in the process.



The political support to submit a bid for European Region of Gastronomy 2023 was confirmed on 30th January 2020 during a plenary session of the Regional Council.



Regional Tourism Strategy

Regional strategic ambitions linked to tourism consider the rapid changes and developments in the tourism industry. One of the main aims is the creation of new jobs in the sector and for tourism to be a key vector of development and attractiveness. These ambitions were linked to a third one, which has been the successful development of a new territorial marketing strategy around strong brands to convey regional identity.

General Objectives:

- Optimise the economic spin-offs from tourist visits by favouring a value-based development model.
- Adapt supply to demand and to new societal trends of visitors, be they local, from neighbouring countries or international.
- Develop the feeling and pride of belonging of the inhabitants of Hauts-de-France to their new region.
- Enhance the attractiveness of the Hauts-de-France region

- Welcome visitors as friends and share with them a rich experience, creating a lasting relationship with the region.

Regional Priorities for Tourist Investment (PRIT)

With regard to targeting a national and international tourism customer base, the regional priorities for tourist investment are extended to the entire regional territory as part of a permanent call for projects. These priorities fall within the following categories:

- Wellbeing tourism (nature, cycle tourism, water sports, equestrian tourism).
- Discovery tourism through the promotion and new mediation of heritage.
- Memory tourism that relies on local communities and resilience, explores the stories of the inhabitants and connects them to the present.
- Business tourism, in particular through national and international congresses in connection with the regional economic development strategy.

These priorities will also be implemented through the prism of economic development and employment, the training of stakeholders and professionals, openness to international markets and innovation in all its forms.

Strategic Plan

Regional Gastronomic Tourism Strategy

Gastronomic tourism is essential for the development of the outreach and attractiveness of Hauts-de-France. However, in order to ensure comparative advantage, satisfy customers and maximise economic results, it was necessary to focus regional action on three priority areas.

- Gourmet restaurants
- Traditional restaurants (*estaminets*, countryside bistro,...)
- Beer and champagne

Main cross-cutting objectives

- Development of large-scale general public events (festivals, awards ceremony, etc.) aimed at promoting gastronomy and Hauts-de-France products.
- Development of professional events around the gastronomy theme (congresses, cooking competitions, conferences ...).
- Promotion of the regional gastronomic offer with influencers (media, gastronomic guides, bloggers ...) and foreign visitors.
- Animation and promotion of networks and communities (with focus on graduates of regional culinary high schools to create a pool of candidates for the establishment of gourmet restaurants) in particular to establish effective co-operation among all professionals in the value chain.
- Development of the use of local products in restaurants.

Main Specific objectives

Gourmet restaurants

- Methodological support for the departments of the region in the development of their gastronomic tourism offer.
- Supporting restaurateurs in their investment projects to ensure their sustainability and influence.
- Organisation of study trips to initiate the development of innovative and unique offers and awaken creativity.

Traditional restaurants

(*estaminets*, countryside bistro ,...)

- Professionalisation of those working in the sector in order to improve the quality of tourist services and experience and therefore the satisfaction of visitors.
- Creation and development of tools to identify the offer (labels, guides, tourist routes, etc.).

Beer and Champagne

- Increase training among those serving tourists to improve visitor satisfaction.
- Development of the service offer.
- Creation and development of tools to identify the offer (guides, tourist routes, etc.)
- Development of digital marketing and reservation tools.





Guiding Principles for a regional cultural policy adopted by the Regional Council

Four words define Hauts-de-France as an accelerator of cultural development: an inventive, creative, balanced and participatory region. It is a catalyst for the arts and promotes the active involvement of its inhabitants, especially young people. Hauts-de-France's development of a new ambitious and pioneering cultural policy supports artists and cultural expressions of citizenship. The region knows how to count on the imagination and innovation of artists and cultural spaces, which will be able to open up across boundaries and work with new art initiatives accessible to a great number of citizens, while contributing to our regional attractiveness.



Three key objectives of the Strategic Cultural Plan

1 IMAGINE HAUTS-DE-FRANCE AS A TERRITORY OF CREATIVITY

The region guarantees the freedom of artistic creation and a strategy to promote its richness and artistic and cultural vitality. It supports regional artistic creation in all its dimensions (research, production of works, experimentation, emergence, location ...) as well as the activity of cultural operators. The region supports creativity by focusing on the training and professionalisation of stakeholders. It structures the training and career paths of artists and cultural players and facilitates professionalisation for the sake of labour market integration. To contribute to and encourage creativity and innovation is at the heart of the transformation of existing models. The aim is to better support changes (economic innovation, social, technological, mutualisation, sustainable development; diversification of resources...), to contribute to changes in the relationship between culture and "the other" (user, public, companies, places, etc.) and to respond to all social issues (architecture, design, crafts, culinary art, research, environment, ...).

2 MAKING HAUTS-DE-FRANCE THE REGION OF PERMANENT DIALOGUE BETWEEN CULTURAL PROFESSIONALS, REGIONAL TERRITORIES AND INHABITANTS

To co-construct the cultural policy and promote the participation of all, the region is experimenting with innovative governance of the arts, culture and heritage by employing a participatory relationship between arts, culture and heritage. This renewed governance revolves around the establishment of permanent spaces for dialogue between the region, artists, cultural professionals and inhabitants. At the same time this governance is rethinking the state and local authorities for the development of a strategy for cultural development and attractiveness of each regional territory.

3 RAISE THE HAUTS-DE-FRANCE TO A REGION OF CULTURAL INFLUENCES

To instill an identity, based on the specific characteristics of each of the territories and their inhabitants, the region identifies and supports the catalyst element(s) of each former territory around which, by federating the territories, forges their cultural identity and therefore that of the region. It is necessary to affirm an image of a "great cultural region" by encouraging the development of flagship projects or events that promote cultural and heritage richness and support the export of creativity. To reach this aim the region planned the adoption of a marketing and communication strategy in the service of its cultural ambition and for the benefit of the attractiveness and tourist and economic development of the region.

ACTIONS & INITIATIVES

A large number of existing initiatives and projects run by regional stakeholders across sectors have already been identified during the course of workshops, our public consultation and exchanges. They fit under the six themes, presented on the following pages. The projects will be thoroughly mapped and used as a starting point for further developments as well as upscaling at a regional level. Best practices are being collected to test and implement successful ideas and prepare for a potential transfer and application by stakeholders.

The following themes have been identified as cross-cutting priorities by our stakeholder group:

- Ensure an inclusive and non-elitist approach in all actions.
- Diversify and improve the quality of our overall offer to respond to the expectations and needs of the consumer and citizen.
- Improve the efficiency of the local and regional food ecosystem and increase links at the national and European level.
- Increase targeted networking opportunities for collaboration and synergy.
- Implement a programme to improve the foreign language skills of those working in the tourism and hospitality sector as well as SMEs and organisations wishing to export their products or collaborate with partners in other countries.

On the following pages we present a selection of the most relevant actions and initiatives proposed by our stakeholders.

FEEDING THE PLANET

- Promotion and awareness raising about regional biodiversity, pollinators and the contributions citizens can make to stem biodiversity loss.
- Additional support and visibility for farmers who proceed with the conversion to organic and natural agriculture.
- Increase the number of quality labelled products and their promotion to support local production and the revival or survival of vegetable and animal varieties as well as traditions linked to their cultivation; recover lost products and varieties and support those who want to reintroduce them.
- Support makers of rare tools used for traditional techniques in fishing, agriculture or by artisans and give ancient complex techniques and know-how visibility and explain their value.
- Development of offer and access for consumers with an increasing demand for local products.
- Support the continuation of a diverse range of initiatives that were started or expanded during the Covid-19 pandemic and which support the local food ecosystem and improve access to shorter food chains.
- Increase number of workshops to demonstrate ways to cook local products and avoid food waste.
- Promote local events at regional level to increase awareness of celebrations linked to local culture, traditions and products and attract a wider audience.
- Work with hospitality schools to cook local donated products for associations supporting citizens in need.



INNOVATION, CREATIVITY & JOB OPPORTUNITIES

- Develop projects and events dedicated to research and innovation in gastronomy and tourism.
- Work on new financial models and distribution systems.
- Create a toolbox to promote the product value chain; communicate about its origin and history and deepen understanding of the gastronomic ecosystem. Development of communication, digitalisation and education around this toolbox, including a map of production areas for the client.
- Creation of a permanent Food Tank; a pool of experts qualified in gastronomy and a think tank to create a space for reflection on all topics linked to gastronomy and the food ecosystem.
- Develop new ways to promote iconic products such as beer through a dedicated space offering an innovative experience which explains its history and varieties, importance for regional cultural identity and also offers a meeting space for training, incubation and the transfer of know-how.

Producers and craftspeople

- Support producers and craftspeople with the development of their brand (marketing and design) by offering dedicated training opportunities and mentoring.

Hospitality Staff

- Work with hospitality students and apprentices to develop their storytelling and customer service skills as well as make them ambassadors of the local products served to the customer.

Restaurants

- Launch a call for projects to accompany restaurant owners in developing the atmosphere and customer experience in their restaurants using creative methods.
- Promote and support traditional *bistros de pays*, taverns and *estaminets* but also gourmet and starred restaurants.

SMEs

- Support innovative start-ups and SMEs by providing networking opportunities and promoting their products at the national and European level.
- Supporting SMEs and other regional stakeholders in reaching their objectives in line with the values of the European Region of Gastronomy award.

EDUCATION FOR THE FUTURE

Schools and Hospitality Schools

- Promote traditional recipes in hospitality schools and transfer knowledge about sustainable consumption, products and their preparation as well as a deeper understanding of the production process by meeting and exchanging with local producers.
- Optimise the communication about unsustainable packaging, waste prevention and food waste and work with teachers and stakeholders to educate school pupils about the principles of the circular economy.
- Invite chefs, hotel professionals, producers, craftspeople and relevant organisations to share their experiences, traditional know-how, daily work routine and best practices with future chefs and school children - who in turn will learn to understand the ingredients and be encouraged to try cooking them at home.
- Raise awareness about eating well and the nutritional value of products.
- Improve the overall competence of young graduates.



SMEs and Organisations

- Develop training and mentoring opportunities for SMEs, organisations and stakeholders to help them meet the expectations of foreign tourists, improve their products and the experiences offered.
- Promote sustainable business management as well as provide training and support schemes to increase the availability of information and experiences in English and other foreign languages.

Chefs and Restaurants

- Develop training to encourage innovation and culinary design in restaurants.
- Work with chefs, restaurant owners and hospitality schools for a better match between students' skills and employers' expectations.
- Develop a new education model and training for chefs in order for them to become leaders and inspiring managers who are inventive in their kitchens. This training will include topics of management, leadership and the transfer of excellence.

Citizens

- Organise events and workshops to spark the interest of citizens to cook with local products and get to know traditional recipes.
- Develop a Guide for *Sustainable Gastronomy in Hauts-de-France* with chefs, producers and distributors to promote the region's strengths, particularly to young people, by involving them in the process.
- Work with teaching farms throughout the region to enhance their offer and develop innovative experiences.
- Work with food banks and dedicated associations and stakeholders to educate about products, how to cook them and the benefits of a healthier diet.

BALANCED & SUSTAINABLE TOURISM



By using an inclusive approach, stakeholders aim to improve the overall sustainable tourism offer by mapping and restructuring it, organising training opportunities for relevant professionals as well as improving communication.

- Work with producers and chefs to organise culinary presentations and tastings during markets, fairs, events and festivals to raise awareness about local products and dishes which shape local identity in different parts of the region.
- Develop different events to show the range of local and regional products to locals and tourists and help them experience the food.
- Working with local food and cultural festivals, events and tourist sites to raise awareness about the need for sustainability and develop solutions for waste and food waste prevention and reduction.
- Develop dedicated sustainable tourism and combinations of different experiences for locals and tourists including combinations of cultural and agritourism experiences.

- Work with stakeholders across the food ecosystem to develop attractive local food and craft gifts for visitors and tourists.
- Develop new events and experiences by bringing chefs and producers together.
- Create a label and a multilingual website for tourists and visitors that helps discover the region's gastronomy from farm to fork and which contains information about local stakeholders, their products, restaurants, hotels, food gifts etc.

Hotels and Restaurants

- Work with hotels in particular to improve their range of local products and sustainable practices.
- Work with restaurants for them to improve the information they provide about regional or local products and the way this information is conveyed (storytelling) to interest customers, helping them learn more and enhancing their overall experience.



LINKING URBAN AND RURAL

- Develop and reinforce existing links between urban and rural citizens, visitors and locals by promoting regional values of conviviality and shared experience.
- Develop and improve (multilingual) communication around agritourism targeting urban dwellers.
- Develop projects that attract urban dwellers to visit rural areas, especially targeting young people and families.
- Work with producers and craftspeople to make sure they give more information about their products and tell the consumer where they can be purchased. Invite them to urban areas to meet their customers.
- Work with stakeholders to ensure the traceability and quality of products is guaranteed.
- Work with schools, community associations and other relevant stakeholders in urban areas to improve citizens' knowledge about products and their production through school projects or events and by enhancing existing initiatives.
- Depending on their application and transferability, promote best practices linked to waste prevention and sustainable practices in more urban or rural areas respectively.
- Associate regional products with pride and promote them at urban events and festivals, organise tastings with producers and chefs.
- Create additional experiences in less frequented tourist areas that have a high potential in offering visitors and tourists a memorable stay by linking them to nature and local culture.
- Support the continuation of initiatives that were put in place due to the COVID-19 pandemic and support the supply of local produce to inhabitants in urban areas.

WELLBEING & HEALTHIER LIVING

- Develop high quality wellbeing tourism as one of the key objectives of the regional tourism strategy.
- Improve access to local products and a healthy diet to as many citizens as possible, taking their social background and location into account, giving special attention to school canteens, hospitals, old people's homes etc.
- Work with hotels and restaurants in order to improve their healthy and vegetarian food options using local ingredients and their communication about these products to customers.
- Support research projects, initiatives, and start-ups working with product innovation and research linked to nutrition, health and wellbeing.
- Promote alternatives to single-use plastic packaging including an increasing number of existing regional alternatives such as deposit systems, bulk sales and reusable containers and packaging.
- Revive lost local knowledge about the health and medicinal benefits of lesser used products, edible flowers and plants and how they can be used in recipes.
- Promote local food markets, raise awareness about the availability of local products and the possibility of direct links between citizens and local producers as well as support initiatives that lead to the shortening of food chains.
- Increase the promotion of local products with different quality labels through regional and national distribution channels.



FOODLAB

The *Campus des Métiers et des Qualifications Tourisme et Innovation Hauts-de-France* is developing the FOODLAB in partnership with regional stakeholders; an innovative technical platform intended for promotion and innovation in the hotel, catering and tourism sectors on the site of 11/19, a former coal mining site in Loos-en-Gohelle, a few steps away from the Louvre Lens art museum. The project is being developed as part of an investment programme for the *Campus des Métiers et des Qualifications led by Caisse des Dépôts et Consignation* and will be implemented in the machinery building of well N° 11 with all of its technical equipment having been classified as historic monuments since December 2009.

Pit N° 11/19 is one of 353 elements spread over 109 sites, which were registered on the UNESCO World Heritage List in June 2012.

The FOODLAB will be emblematic of Hauts-de-France European Region of Gastronomy 2023, by fully embodying its ambitions and allowing the hosting of events led by artists or chefs in residence as well as the organisation of seminars and masterclasses. It will be a place of reception and transmission for professionals, learners, but also for the inhabitants of the mining basin and from the region as a whole.

The programme, developed in close collaboration with the Region, aims at the values of innovation and an inclusive and outstanding customer experience. Thus, the tools of tomorrow will be instrumental to this new site: culinary design, educational innovation, virtual and augmented reality will contribute to enhance the qualifications and skills of its audiences and will bring real added value to the region.

The laboratory on the 11/19 site and its research dimension will offer a new and different learning

model from a technical high school or GRETA platform (professional training providers) and will be a guardian for the implementation of innovative strategies. The aim is to always be ahead of developments and project a model of the future rather than implement a model of the past.

This Living Lab will also be a sourcing place to make young people (and the not-so-young) want to learn about the sector and the region.

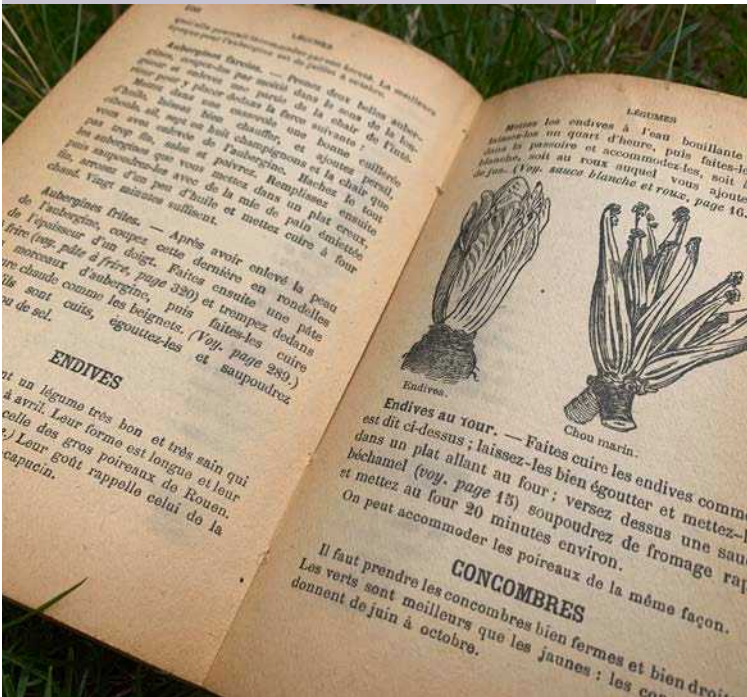
Key Objectives:

- Ensure that the tourism sector operates in line with new trends in tourism development.
- Be consistent with the values and Autour du Louvre-Lens (ALL) destination concept.
- Spark the interest of and train as many people as possible in the catering, hospitality, and hotel sectors.
- Develop a place of educational innovation open to a wide audience.
- Create and deploy innovative training tools adapted to their target audience.
- Set up an initiative for a healthier, well-balanced diet.
- Create spaces for creativity and tourist experiences.



LA CUISINERIE is a project that is part of the FOODLAB as an experimental place created around culinary design. It is spearheaded by the double Michelin starred chef Alexandre Gauthier and Ambassador for Hauts-de-France European Region of Gastronomy 2023, in order to turn it into a real “laboratory of gesture and culinary transmission”. This project will start with a collection of recipe books from across the region, to save them from disappearance by opening an archive, but it will also aim to revive the recipes of housewives and simple but forgotten cooking practices.

AUTOUR DU LOUVRE-LENS (ALL) offers event tourism and supports private and public project promoters developing new tourism experiences inspired by the region. Experiences are based on the construction of a destination, which includes experimenting and innovating, inventing the tourism of tomorrow and testing with a 360° design approach. The purpose of this dynamic is to participate in the qualification of local players, to add value to the destination, to deploy strategies and to develop an identity and consistent experiences throughout the region.



DU POTAGER À LA TABLE (FROM GARDEN TO TABLE)

Initially a solidarity project aiming to ensure visibility and cash flow to restaurateurs during the COVID-19 pandemic, this project almost immediately took on more sustainable, long term objectives. It has the shared ambition of raising the gastronomic profile of the Hauts-de-France region and will be associated with our values and ambitions for European Region of Gastronomy 2023. *Du Potager à la Table* is to be a website that facilitates the pre-purchase of restaurant meals online through a gift voucher system offering creative culinary experience in the restaurant. The website will promote friendly regional restaurants. They will engage customers who enjoy sharing their love of good food with their friends. We believe that this website will become the meeting place for a community of people who share a taste for good quality locally sourced food and friendly service.

Du Potager à la Table aims to become the central website for good food in the region, providing information, being a promotional tool and offering the online purchase of culinary experiences. The tourist offices recruit restaurants according to carefully selected criteria based on our common values.

- To encourage the restaurant owner to use local produce.
- To help restaurant owners in the design of culinary experiences that are lacking in Hauts-de-France.
- To offer Tourist Offices the opportunity to reconnect with the region’s restaurant owners through an approach that brings meaning and value and to rethink the way they are presented to visitors.

The project is co-ordinated by POT’ (Plateforme des Organismes de Tourisme), the collaborative platform which unites the 72 tourist offices, 5 county level tourism agencies and *Regional Tourism and Congress Committee* in the region of Hauts-de-France. These organisations work together to share and broaden their experiences and offer new opportunities and innovative activities for regional tourism businesses. Tourist office staff are coached by *Sublimeurs*, a local marketing agency specialised in gastronomy. dupotageralatable.com



CREATION OF A FOOD DELIVERY PLATFORM IN HAUTS-DE-FRANCE

This new platform meets a consumer need but also gives restaurant owners a new source of income during periods of confinement linked to the COVID-19 pandemic. When activity resumes, this additional turnover will make it possible to reduce the losses caused by the implementation of sanitary measures (social distancing). During busy periods, the platform will continue to develop its sources of income for restaurant owners and provide its service to visitors and residents.



The platform was tested in the area of Le Touquet and then expanded to Montreuil-sur-Mer during the summer months of 2020. As a second step, it will be deployed across Hauts-de-France. This platform is positioned in an opposite way to known platforms UberEats and Deliveroo, which have little or no presence in the areas concerned. This approach is based on 3 added values:

- Ethics (balanced distribution of value between the platform, the restaurant owner and the delivery person; priority given to restaurateurs using local products and offering “home-made” dishes; training of delivery men and restaurateurs; use of recycled and recyclable tableware).
- Service. The idea is to offer a restaurant experience at home through a number of services ranging from a guide to reheating and preparing the dishes to the chef cooking at home.
- Security. The processes provide sanitary security for the entire production and delivery chain.

The platform is developed by the *Campus des Métiers et des Qualifications Tourisme et Innovation* (Campus TI) and *Pôle Territorial de Coopération Associative Ressources* in partnership with the start-up company Oguur. It operates and relies on the Campus for the recruitment (without exclusivity) of regular student deliverers. In its deployment phase on the Hauts-de-France scale, the platform will rely on hospitality schools and other Campus partners and serve as a means of training and occupational integration.

TRAVELLING EXHIBITION ABOUT REGIONAL KNOW-HOW AND HERITAGE

The travelling exhibition organised by the *Comité de Promotion* of the regional Chamber of Agriculture will aim to highlight agricultural know-how and the regional gastronomic heritage of Hauts-de-France. It will have characteristics of mobility (simple to install, easily transportable,...) and of attractiveness (fun, educational, interactive), while integrating subjects related to today’s world to make children and adults aware of current social challenges without deviating from the main objective: that of promoting and transmitting the regional food heritage while providing local and balanced food education.



The exhibition will not only be informative, it will also be based on an interactive and multi-sensory approach with, among other things, invitations to test on site (for children and adults) and to immerse oneself in a journey of discovery, in order to arouse curiosity and enthusiasm, the commitment of children, families and school groups, etc. It will, for example, include a scent game to (re)discover smells typical of the region, a touching game to allow visitors to be in contact with the products that they will recognise by their textures and an array of dummy products at the centre of the exhibition. Two sets of the exhibition materials will be organised to allow duplicate rentals and its deployment on a regional scale.



MONITORING, EVALUATION & SUSTAINABILITY PLAN

A detailed monitoring, evaluation and sustainability plan will be developed by an external organisation in co-operation with the consortium of stakeholders once the region has been awarded the title of European Region of Gastronomy 2023. Monitoring, evaluation and recording of activities have already been a fundamental part of all actions carried out during the bidding process in order to allow for adequate future impact assessment of the entire process (both internally and externally) until the final evaluation of the award year in 2024. A public consultation and a series of workshops were carried

out in spring 2020 which gave important insights about regional stakeholder views and key challenges as well as their perception of the gastronomic ecosystem of our region. We see carrying out a broad evaluation after our award year in 2024 as essential and it will allow us to measure real impact by analysing shifts in perception, awareness and the success of targeted action planned to tackle the main challenges identified in 2020. This will also allow us to plan suitable follow-up action where needed to ensure that our award year has long term impact.

Key Monitoring & Evaluation Actions

- Development of a dedicated monitoring, evaluation and sustainability plan and selection of adequate monitoring and evaluation tools and methods of application (surveys, focus groups, media analysis, interviews and feedback sessions, project and best practice bank, etc.)
- Monitoring of compliance with IGCAT guidelines and recommendations and exchange of best practices linked to evaluation and sustainability with other regions.
- Collecting continuous feedback about internal and external processes through the involvement of our diverse stakeholder group in all project activities.
- Measurement of success against key indicators while giving special attention to diversity, quality and inclusiveness of actions and initiatives.
- Development of a tool kit for stakeholders to ensure adequate evaluation and communication about all actions and initiatives associated with the award.
- Working closely with stakeholders to analyse the potential impact and work towards long-term sustainability of actions and initiatives beyond 2023.

Legacy Actions

- Evaluation of impact of European Region of Gastronomy award year 2023 against the results of public consultation and workshops carried out as part of the bid development.
- Evaluation of long-term impact of activities carried out in the lead up to and in the framework of our award year.
- Evaluation of sustainability of actions and initiatives.
- Work with stakeholders to plan follow-up actions and future involvement in the European Regions of Gastronomy Platform as well as activities co-ordinated by IGCAT.
- Ensure the long term impact and continuation of our award year through the creation of a follow-up initiative as it was done in the case of Lille, European Capital of Culture 2004, which led to the creation of lille3000.



OUR PLANS TO ENSURE HIGH VISIBILITY AT LOCAL, REGIONAL, NATIONAL AND INTERNATIONAL LEVELS

The promotion of our culinary heritage, its authenticity, diversity and current dynamics linked to sustainability and culinary innovation will be central to our marketing and communication efforts. By keeping an inclusive approach we wish to make sure the citizens of our region enjoy and actively participate in our gastronomy and projects to make the region shine beyond its borders. We want to put Hauts-de-France on the map of European and international food travellers and heighten the gastronomic experience of tourists and visitors. All marketing and communications are of course intrinsically linked to the projects and activities planned in the lead-up to and during the award year of 2023.

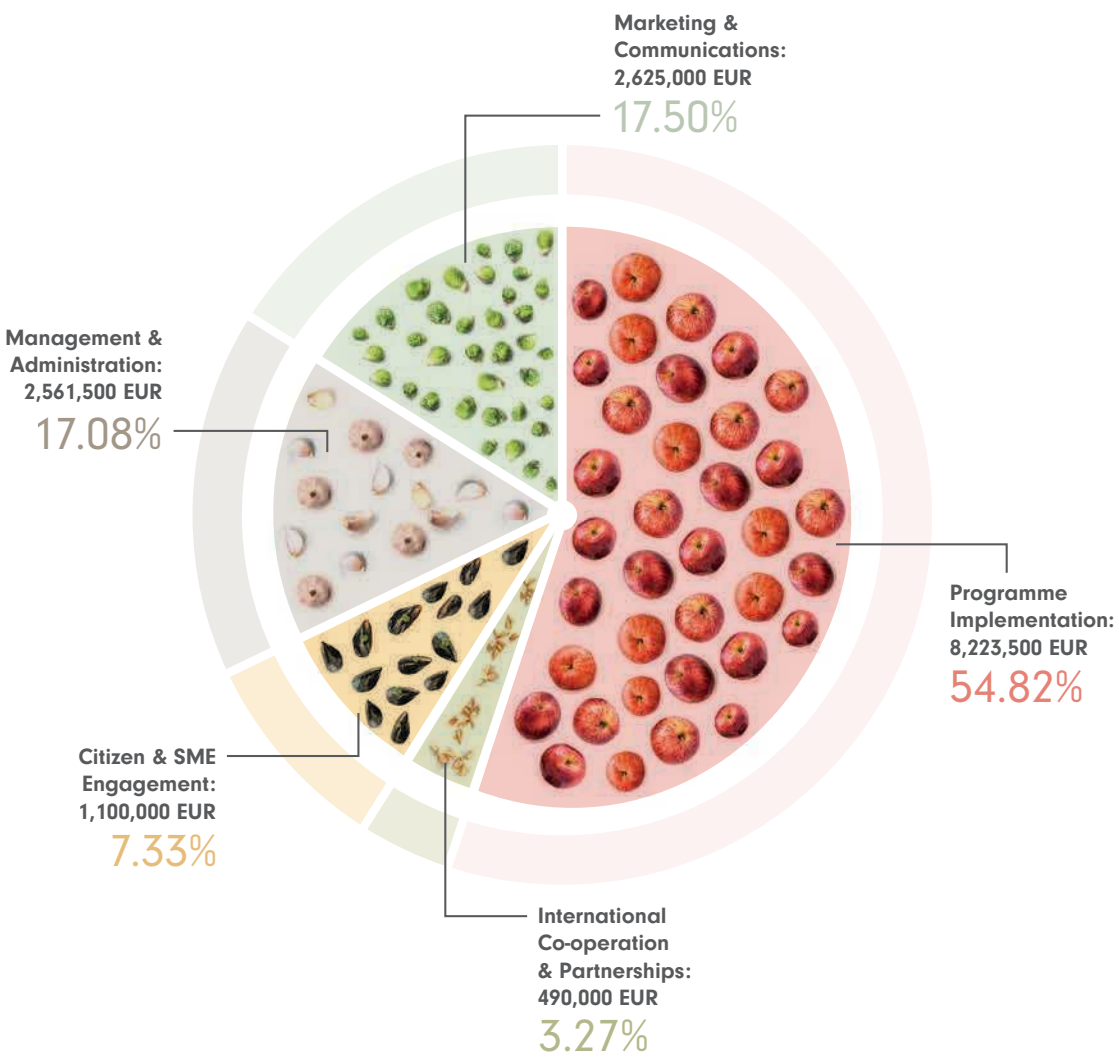
Our overall marketing and communications strategy will contain several layers:

- The communication focus of the Hauts-de-France Region is predominantly on its citizens. We will reach and engage them so that they can be active in making our award year a success.
- A joint communications and marketing strategy of the consortium’s founding stakeholders will be developed, built on the content of their individual strategies which has already been collected. The composition of our consortium allows for considerable reach inside and outside our region to a wide range of target groups.
- The co-ordinator of Hauts-de-France European Region of Gastronomy 2023 will work with the consortium and a designated communications agency to define an overall strategy, with particular emphasis on ensuring visibility at the national and international levels.

A selection of planned key communication tools and activities:

- Dedicated website, social media channels and communication materials.
- Comprehensive pack with communication guidelines for participating stakeholders.
- Programme of communication activities linked to our Ambassador(s).
- Association of the award with carefully selected projects, events and fairs.
- Organisation of PR activities and events at regional, national and international levels.
- Creation of communication materials in foreign languages.
- A marketing campaign linked to Hauts-de-France European Region of Gastronomy 2023.
- Invitations to national and foreign journalists, chefs and critics.

Financial Framework



OUR BUDGET

Hauts-de-France European Region of Gastronomy 2023 will devote a multiannual budget covering 2020-2024 to achieving a comprehensive and ambitious programme. Our total budget amounts to 15 000 000 Euros with more than 60% directed towards implementing projects and initiatives to develop and support our food ecosystem.



Successive enlargements over the centuries have made the regional capital Lille the fourth-largest urban area in France after Paris, Lyon, and Marseille.

Proud of its tradition of festivities and fine food, Lille is still a reassuringly easy-going city, where you are bound to be bowled over by the Northerners' generosity and warmth.

Lille calls on its charm to tempt visitors to a mix of Flemish cheerfulness and French elegance, in the youngest region of France.

OUR FOUNDING STAKEHOLDERS

- Campus des Métiers et des Qualifications - Tourisme Innovation Hauts-de-France
- Chambre Régionale de Métiers et de l'Artisanat Hauts-de-France (Chamber of Trades and Craft Hauts-de-France)
- Chambre Régionale d'Agriculture Hauts-de-France
- UniLaSalle
- Chambre de Commerce et de l'Industrie (CCI)
- Comité Régional du Tourisme et des Congrès (CRTC) (Regional Tourism and Congress Committee of Hauts-de-France)
- Union des Métiers et des Industries de l'Hôtellerie (UMIH)
- POT' Hauts-de-France, Plateforme des Organismes de Tourisme
- Région Hauts-de-France (Hauts-de-France Region)

Development of our bid and its content

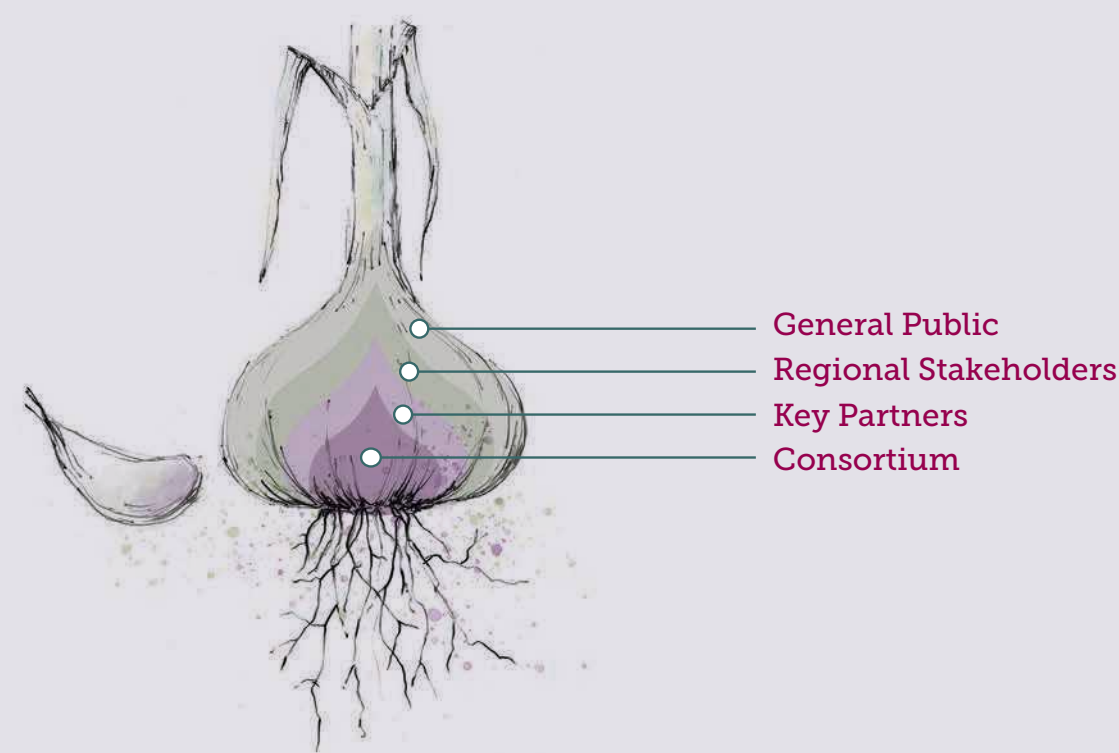
More than 300 key partners and stakeholders have been involved in shaping the content in the lead up to the submission of the bid, and many more are expected to take part in the next phases:

- Our consortium of founding stakeholders has been fundamental to making a bid possible and to the development of its content.
- A targeted public consultation open to stakeholders and the general public has provided the necessary insights into existing key challenges and perceptions of our food ecosystem.
- Stakeholder workshops on the 6 Focus Areas defined by IGCAT have helped to shape concrete ideas to tackle key challenges.
- Extensive consultation has helped to confirm key aspirations of the bid.

The general public was informed when the regional council voted to bid for the award of European Region of Gastronomy in 2023 on 30th January 2020.

Governance as a region awarded the European Region of Gastronomy title

The formal structuring of the consortium is foreseen in the period February-September 2021 after it is awarded the title of European Region of Gastronomy 2023. To this aim a formal association will be created to include our founding stakeholders. A co-ordinator with dedicated support staff will be appointed and involved from the moment the bid (book) is officially presented and will work closely with the consortium, the regional stakeholder group, external partners and organisations to ensure the smooth organisation of all projects and activities in the framework of Hauts-de-France European Region of Gastronomy 2023.



For almost 60 years, the small town of Arleux has celebrated its signature smoked garlic at the Foire annuelle à l'ail fumé, its smoked garlic fair, which draws 60,000 visitors and serves up thousands of bowls of garlic soup!

CO-OPERATION WITH OTHER REGIONS OF GASTRONOMY WILL BE CENTRAL TO OUR SUCCESS

Hauts-de-France sees joining the Regions of Gastronomy Platform as a key opportunity for knowledge sharing, exchange of best practices and collaboration with other Regions of Gastronomy in Europe and on other continents. As such we commit to the participation in all of IGCAT's activities organised in the lead up and during our award year 2023 in order to increase the mutual benefit of collaboration and dialogue for all partners and to ensure the maximum impact of our programme. We aim to develop links and synergies with all awarded and future candidate regions across key areas of our bid and in fields of

interest to our stakeholder group. We are also looking at connecting with cities, regions and partners with whom co-operation arrangements and exchanges already exist (for example because of town twinning), existing European projects or long-lasting co-operation with our immediate international neighbours such as Kent, Flanders and Wallonia. These co-operation arrangements will help to promote Hauts-de-France gastronomy, but we also hope to inspire other regions to start their own projects or bid for the European Region of Gastronomy award as a result.

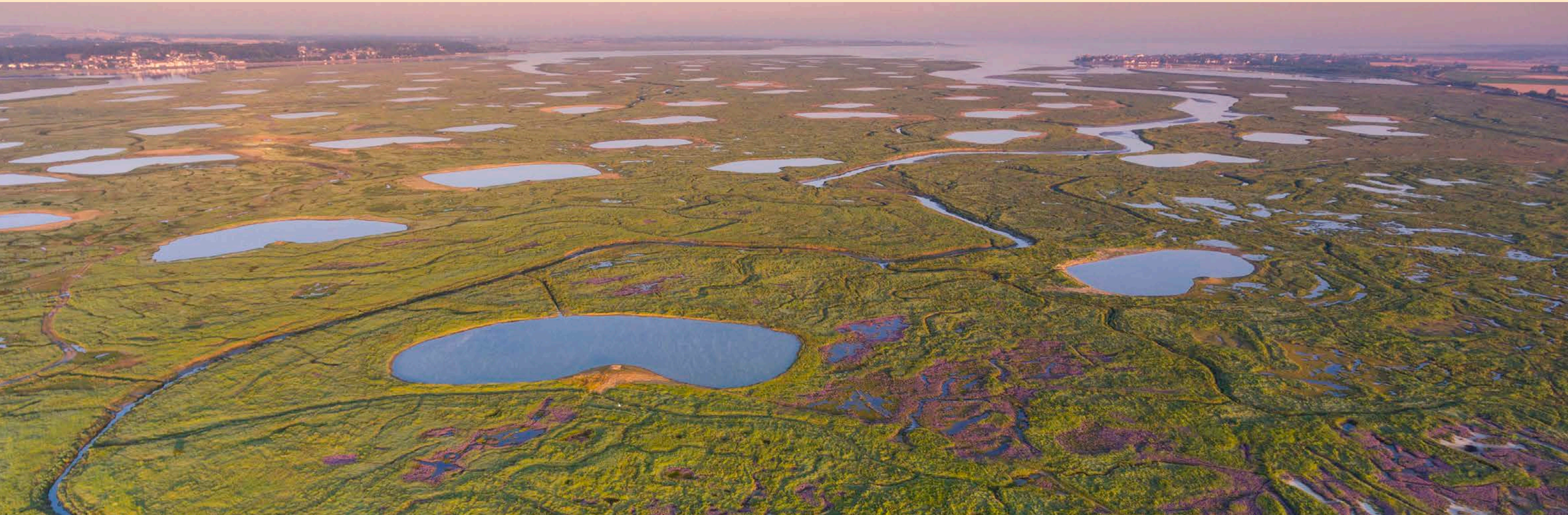
Planned actions include:

- Joint development and participation in European funded programmes and projects such as, for example Horizon Europe, Erasmus +, Creative Europe and Interreg.
- Targeted networking activities between stakeholders of different regions such as the organisation of a programme of different themed delegations in our region and partner regions.
- Support and development of cross-marketing opportunities linked to areas such as our touristic and gastronomic offer, regional products, research or innovation.
- Invitation of representatives from other Regions of Gastronomy, chefs and stakeholders to key events, conferences and festivals taking place in our region.

- Development of bespoke projects with other Regions of Gastronomy sharing the same award year in 2023 or with those where synergies can be developed to support both regions' programmes and their legacy.

Based on feedback from our stakeholders we are assessing the following:

- Organisation of exchanges and trainings to boost foreign language skills across the food ecosystem.
- Trainings on storytelling and culinary design for chefs, hospitality students and staff.
- Training and mentoring for start-ups and SMEs but also for restaurant and hotel owners.
- Organisation of culinary workshops and residencies for (young) chefs.



ALEXANDRE GAUTHIER

Alexandre Gauthier studied at the *Lycée Hôtelier du Touquet* in our region before training at prestigious places such as Lasserre à Paris, La Résidence de la Pinède in Saint-Tropez, l’auberge des Cimes in Saint-Bonnet-Le-Froid. In February 2003, he took over the kitchens of La Grenouillère in Montreuil-sur-Mer which belonged to his father. He obtained a first Michelin star for his restaurant in 2008. In 2013, the hotel restaurant became a *Relais & Châteaux* and won a second Michelin star in 2017. Gauthier is very attached to his region and uses, values and enhances the local products that he chooses with care and rigour. He supports a multitude of neighbouring local

producers with his cuisine and contributes to the economic dynamism of the coastal areas. In 2014, he was elected the second most influential person in French Gastronomy (after Alain Ducasse) by GMAG magazine. His temperament is a faithful reflection of his cuisine and denotes a real thirst for life and for shared happiness. He is the source of a signature cuisine that focuses on contrasts and marriages of flavours and textures. According to the seasons, he wants his cuisine to be just relevant or impertinent. The dishes are sober in their titles, technically sharp and beyond a surprise, giving our taste buds a treat.

Gastronomy in Hauts-de-France refers to the act of eating well, healthy eating and the diversity of the edible, raw or transformed through unique and artisan skill.

This gastronomy is also that of our territory and unique know-how in the region. It must in no circumstance be elitist. Everyone can have access to it and rediscover the richness and flavours that can never be conveyed with industrialised food.

The inhabitants of Hauts-de-France must be at the heart of the process, so that everyone is the builder. The gastronomy of tomorrow is thought out and built on the values and skills that have forged its history. I am for a cuisine of memory, transmission and lasting collective and individual commitment, in which everyone can express their conviction and their desire.

I want to be the guarantor of a cuisine that is not set in stone, of a gastronomy of diversity to which the doors must be open to all guests and must be allowed to move jointly towards common goals.

As an ambassador of the Hauts-de-France bid to become European Region of Gastronomy 2023, I wish to exemplify a local conscience and spread this ethical commitment to environmentally friendly cuisine that values the products and their regional roots, here and beyond.

- ... posterity rather than disappearance
- ... study rather than forgetfulness
- ... transmit rather than lose
- ... cook again rather than overconsume
- ... diversification rather than standardisation



Alexandre Gauthier
AMBASSADOR FOR
HAUTS-DE-FRANCE EUROPEAN
REGION OF GASTRONOMY 2023 BID



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Produced by EURAKOM 

Editor in Chief and Text: Ulla-Alexandra Mattl

Content Development: Ulla-Alexandra Mattl, Nicolas Fourcroy

Design and Illustrations: Rachael Simcox

Proofreader and Editor: Simon Mundy

eurakom.eu

With thanks to all stakeholders who have supported the development of the Hauts-de-France European Region of Gastronomy 2023 bid through their participation in the consultation and workshops. We particularly thank the following people for their contribution:

- | | | |
|-----------------------|---------------------|----------------------|
| Géraldine Allaire | Philippe Fromantin | Hélène Reitzaum |
| Alain Bahuchet | Alexandre Gauthier | Valérie Rioust |
| Alice Boinot | Caroline Gauthier | Romain Roger |
| Cécile Buche-Foissy | Camille Geneviève | Sabine Rose |
| Véronique Campel | Anne Halgand | Mathilde Roux |
| Maude Caucheteux | Diana Hounslow | Caroline Rozalen |
| Didier Copin | Fabien Jansen | Céline Scavennec |
| Guillaume Cortequisse | Florent Ladeyn | Adeline Screve |
| Fabien Croisy | Elodie Lefèvre | Christophe Serieys |
| François Dalluin | Gladys Lejal | Corinne Tellier |
| Christian Defebvre | Philippe Lesage | Jean-Michel Thibault |
| Emmanuelle Delachaux | Martin Marescaux | Christine Trotignon |
| Justine Delettre | Diane Mazuel | Bruno Vandeville |
| Camille Deligne | Rachel Metaireau | Lucien Vates |
| Eric Dreano | Bruno Meunier | Rodolphe Wibaut |
| Marine Dupuis | Christine Nacry | |
| Jérémy El Fassy | Sébastien Porquet | |
| Jean-Charles Flament | Phillippe Pouillart | |
| Olivier Fréville | Dominique Quinzin | |



