



The 5th edition of the French Culinary Week – **So French So Food 2017** - will take place between on **Sunday, February, 5th until Friday, February, 10th, 2017** all across Israel. It includes many celebrations and promotional events such as: hosting of **French chefs** at local hotels, restaurants and wineries where French meals are served all week long, French products in **street markets, workshops** and **master classes** and charity involvement.

You will find below some internet links regarding past events:

- **Event Website** (to be communicated later).
- [The photos and description of So French So Food 2016.](#)
- The **video of event 2016** ([Trailer](#)).
- The [press review](#) (in Hebrew, French and English).



In addition, as part of this event, **a group of French companies** are visiting Israel in view of **finding business partners to be represented in the Israeli local market**. The French companies are covering the food, beverage, wine and alcohol sectors and are looking for **importers**, or technological buyers in either the **retail** or the **food service** network. You will find below an exhaustive list of the French companies.

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BEYER

Beyer is a small and medium-sized family-owned company, which is located in Pfastatt (Alsace - Eastern France). The company was founded in 1921. Beyer is specialized in making and selling a wide range of **jams, compotes and preserved fruits**. Their products are made with selected high-quality fruits, which have been a guarantee of quality and reliability for our clients for many years.

Beyer proposes several products based seasonal fruits:

- **Jams:** made with selected fruits and cooked in traditional caldrons (Figs, Rhubarbs, Strawberries, Mirabelle plum).
- **Compotes:** made with selected fruits and cooked in traditional caldrons. Each flavour is unique, without apple (Strawberries and bananas, Pears, Vine Peach, Organic Apple).
- **Preserved fruits:** made with selected fruits and all are manually filled (Bigarreau Cherries in syrup, Mangos in syrup, and Wild Blueberries in water).



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DOMAINE BOTT FRERES

The Alsace wines Bott Frères are the fruit of our family know-how since 1835, coupled with an exceptional terroir, quality grape varieties and the micro-climate of Ribeauvillé. Bott Frères proposes a high quality which enables their wines to shine on the French and global most renowned tables. 51 especially well exposed slopes produce wines typified by their climatic and geological criteria (terroir).

Bott Frères proposes a large grape variety:

- ✓ **Sylvaner & Pinot Blanc** characterised by their freshness.
- ✓ **Riesling** by its pureness and specific character.
- ✓ **Pinot Noir** by its fruity and silky tannins.
- ✓ **Muscat**, by its fruity, crisp side, which is certainly incomparable.
- ✓ **Alsace Crémant** served with foie gras for starters among friends, but also to honour a special dinner.
- ✓ **Pinot Gris**, for its richness and freshness.
- ✓ **Gewurztraminer**, full bodied, spicy aromas and fruity notes.
- ✓ **Edelzwicker**, the product of a blend of grape varieties, a wine to drink amongst friends.

It proposes also several **liqueurs** : sloe, Williams pear, mirabelle (yellow sweet prunes), quince and peach, raspberry or quetsch cream and adding one of Bott Frères' fruit liqueurs to the Crémant, will give it even more originality as an aperitif.



G.E. Massenez

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DISTILLERIE G.E. MASSENEZ

Present in the most famous and trendy places worldwide (more than 80 countries), the Massenez' Eau de Vie, Creams and Liqueurs are celebrated for their highest quality since 1870. In 2010, a partnership with Grandes Distilleries Peureux permitted Distillerie Massenez to acquire more human and financial resources, whistle a bling the company to retain its Alsatian identity and production unit.

This year, discover:

- The **Williams Pear Liqueur by Massenez** or “Prisonere Pear” captivates with its olfactory and gustative qualities and the pear-shaped bottle with a whole pear inside. The bottle is simply attached to the pear tree in flower...so the fruit develops inside the bottle. When it ripens, the fruit and the bottle are carefully detached. It was awarded the only Gold Medal at the WorlConcour of Spirit in Canada in June 2011.
- **The Raspberry Brandy Eau de Vie** is remarkable for its delicacy, refinement and balance with a subtle emotion that mirrors the fragility of raspberry.
- **Raspberry Liqueur** is an explosion of flavours. This feminine Liqueur is a fragile fruit which is so intense on the nose and the palate, that this Liqueur surprises the senses.
- The **Kirsch Cherry Brandy** is outstandingly unique in character, strength and balance. An intense emotion for a Brandy of unrivalled aromatic complexity.

The Massenez' Distillery opens invitation to freshness with a full range of vegetables and herbal distillates to provide a touch of green to the most daring cocktails and recipes. It proposes also a spray to deliver a burst of flavours.



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DISTILLERIE RENE DE MISCAULT

This distillery is a family-owned firm founded in 1859. It produces **fruit brandies, liqueurs, griottes cherries with liqueurs, gins and absinthes.**

It really takes care of the quality of their products which are regularly awarded at international competitions.

It distils and **produces spirits and liqueurs ourselves.** Fruit and botanicals come mainly from France. It grows a large part of the botanicals that it distils for absinthe: the wormwood itself comes exclusively from our own growing. This distillery exports in many countries: Europe, Russia, Ukraine, Canada, Japan, etc. It's registered with the FDA and their products (including the absinthes) meet the TTB standards.

It produces a large range of:

- **Fruit brandies:** Williams Pear, Raspberry, Kirsch, Plum, etc. Made exclusively with fruit (without any flavouring or colouring) and slowly distilled in traditional copper stills.
- **Specialty: La Vieille Poire** amber-coloured Williams Pear 43%. A selection of their best Williams pear brandies, slowly aged in casks. This brown spirit is very fine and the alliance of light wooden aromas with the William pear brandy is well-balanced. It's an exclusivity of its distillery.
- **Liqueurs and Creams:** a large range of traditional liqueurs and creams.
- **Absinthe Libertine** traditional French herbs and spices spirit. It owns a field of wormwood near its distillery. Its absinthe is specific because it distils all herbs and spices separately before the final blending according to its old and secret recipe.

Their products are available **in bottles and in bulk.** They can also produce on request according to your specification: export market, Kosher, private label, range Gastronomy for food process industry, customized absinthes or gins, etc.



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MIREILLE OSTER

“The Queen of the gingerbread”

Artisanal manufacture established in 1933, Mireille Oster shares **the familial recipe of gingerbread** bringing a touch of originality. With few ginger, lemon or dates, Mireille **innovates** by offering new or innovated recipes.

Conserving the traditional recipe of gingerbread, culinary heritage of Region Alsace, she will transport you in other countries worldwide while adding unusual flavours. From her trips around the world, her discoveries of exotic ingredients, **she creates unique recipes**. Her gingerbread can be bought in her shop in Strasbourg and during the **Christmas Market**. Amateur or authentic culinary explorer, succumb to her **original creations**:

- **Angel Bread (Pain des Anges)**: orange blossom honey and oranges for a journey to the Orient.
- **7 Spices (7 Epices)**: a gingerbread with cinnamon, star anise and ginger accents;
- **Verdi**: chestnut, candied melon, walnuts and an amaretto glaze;
- **Sunshine Bread (Pain de Soleil)**: a journey to the isles with generous helpings of banana and rum;
- **Love (Amour)**: marrying the exoticness of dates with sweetness of figs;
- **Sour Cherry (Amarènes)**: married with the sweetness of hazelnut and pungent notes of kirsch;
- **Hunt (Chasse)**: cinnamon, chocolate and plums for woodland notes;
- **Ginger (Gingembre)**: a root with energy giving properties with ginger;
- **China night (Nuit de Chine)**: Mei Kwei Lu (rice wine) and antioxidising goji berries;
- **Canneliesel**: cashew nuts and bursts of dark chocolate.



MOULIN KIRCHER – PAINS & TRADITION

Pains & Tradition exists since 1732 and for 35 years, Jean Kircher is a defender of the bakery's traditions and old methods. Pains & Tradition is based on ancestral values of slow baking fair trade and organic food. That is why the production of its bread is based on organic and artisanal methods without abusing of industrial processing. To build its bread, Pains & Tradition uses authentic methods. It takes care of origin of ingredients and privileges French regions and European countries. For example, it uses Moulin Kircher's flour.

Pains & Tradition builds a wide variety of breads and pastries:

- **The "Baguette"** : French symbol, each Baguette is different;
- **The pastries** : croissants, chocolate bread and Kugelhopf remind the French and particularly Alsatian Culinary;
- **Brioche**s: with several cereals.
- **Small breads** :
 - ❖ LONGUET -> the smart mini-baguette
 - ❖ CARRE ARDENNAIS -> our signature bread
 - ❖ PICCOLO CEREALES -> for the seeds and grains lover
 - ❖ CARRE COURGES -> original and tasty
 - ❖ ARDENNAIS -> the small size of a great bread.

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