

# Press Pack



Celebration of the French Food Spirit Awards  
November the 20<sup>th</sup>  
Palais des Affaires Etrangères  
Minister of Foreign and European Affairs

[www.tropheesdelespritalimentaire.com](http://www.tropheesdelespritalimentaire.com)  
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**For its 5th edition, the french Food Spirit awards  
have been given on Nov. 20, 2007,  
at the prestigious hotel du minister des affaires étrangères to Two Americans,  
one French and one Dutch.**

A growing number of consumers worldwide choose the French food model!

Some Personalities make this important element of the cultural heritage live, others Innovate or develop it: all highlight the know how of artisans industrialists or leaders, thus contributing to the influence of France. the French food spirit awards have been created To encourage such initiatives.

Every year, since 2003 they reward persons having contributed to the French food culture: "the Food Spirit".

**in 2007 The 4 winners are:**

**The American director of animated films Brad Bird (Culture award),  
The university lecturer and American researcher Paul Rozin (Science Award)  
The Dutch Henk Blom, CEO of the company Tempé (Company Award).  
The Special Dairy Award has been awarded to Jean-Jacques  
Hénaff, french CEO of the company Hénaff.**

**AWARDS OBJECTIVE**

In an international context characterized by strong competition, the goal of these awards is to contribute  
To promote the agri-food sector in France, an essential element of the National economy  
(Turnover of 145 billion euros - more than 31 for export)  
and of The attractiveness of France to tourists.

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## FOUR WINNERS FOR THE FIFTH EDITION of the French food spirit AWARDS

The Awards 2007 were given on November 20, 2007 in Paris, Quai d'Orsay, under the High patronage of the Minister of Foreign and European Affairs, Bernard Kouchner, as well as under the patronage and in the presence of Mr Michel Barnier Minister of Agriculture and Fisheries. The preselected files, coming from abroad, were submitted on September 20 to the International jury who has deliberated in Paris at the headquarters of the Alliance Française. These awards covering the Fields of Culture, Science and companies has rewarded in 2007, four winners:

### **The Culture Award: Brad Bird-USA**

**Director of animated films for the Pixar studios (Walt Disney)**, he is the Director of the Gourmet movie Ratatouille, a true slapstick comedy, featuring a Rat, named Remy, whose ambition is to become a great cook. A priori rat, kitchen and Gastronomy are contradictory  
Brad Bird, by his genius and his mood, has made this equation A successful formula.

### **The Science Award: Professor Paul Rozin-USA**

**Research professor in psychology at the University of Pennsylvania (USA)**, he Worked for several decades on understanding food, particularly in the United States and France. Paul Rozin dissects the relationship between diet and Lifestyle to better understand the role of food in cultural identity. The French food culture is valued in its work, especially in terms of health and Conviviality.

### **The Company Award: Henk Blom - Netherlands**

**Chairman of the Management Group Tempé, producer and distributor of Alsatian Gourmet products**, Henk Blom is the head of a small business now Essential for Alsatian food with a turnover of nearly 50 million Euros, 350 employees, three production sites and thirty outlets. True Ambassador of Alsatian cuisine, the group Tempé is also THE specialist of high and average range Alsatian products, ranging from fresh sauerkraut to Riesling pie via charcuterie pastry, all products developed with the Respect for tradition.

### **The Special Dairy Award: Jean Hénaff-France**

**Chairman and CEO of the eponymous family SME**, Jean Hénaff made this Breton name the first French brand of pure pork pâtés, very specific products of the French culinary heritage. Today Hénaff exported to 50 countries, Thanks to the quality of the products

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## The JURY

The four winners were chosen by the panel of 12 international figures, Volunteers and independent, representing these following fields: diplomacy, politics, Culture, sport, science and media:

**The international jury is prestigious, and composed of 12 personalities from very diverse fields**

❑ **diplomacy :**

**Immo Stabreit**, *ex ambassador of Germany in France*

❑ **culture :**

**William Christie**, *conductor*,

**Bertrand du Vignaud**, *President of World Monuments Fund Europe*,

**Jean-Pierre de Launoit**, *President of l'Alliance Française*,

**Anna Gavalda**, *writer*,

**Sonia Poussin**, *photographer-movie director*

❑ **politic :**

**Astrid Lulling**, *deputy from Luxembourg and quaestor at the european Parlement*

❑ **sport :**

**Gérard d'Aboville**, *navigator, member of Conseil Economique et Social*,

❑ **sciences :**

**Stanley Prusiner**, *american virologist, Nobel prize of medecine*,

**Claude Fischer**, *sociologist and director of research at CNRS*

❑ **média :**

**Jim Bittermann**, *american journalist senior correspondent of CNN in Europe*,

**Keiko Minamitani**, *japanese journalist*

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## THE PREVIOUS WINNERS

### **The 2003 winners:**

Hiroyuki Hiramatsu (Japanese chef), Peter Mayle (British writer), Sister Noella Marcellino (American microbiologist).

### **The 2004 winners:**

Phillip and Mary Hyman (American historians), Ruey-Ling Ko (Taiwanese entrepreneur), Patricia Wells (gourmet columnist and American writer), Karol Boone (Belgian entrepreneur).

### **The 2005 winners:**

Adam Drewnowski (American professor of epidemiology), Karl Götze (German Professor), Renato Machado (Brazilian journalist and director), Ernest-Ulrich Schassberger (German Head Cook).

### **The 2006 winners:**

Karen ANAND (Indian writer and journalist), Hubert SACY (Canadian communication man), Kitti Cha SANGMANEE (expert in Thai teas), Alexandre SMELIANSKIY (Russian restaurateur)

## THE PARTNERS

The Association des amis de l'esprit alimentaire, chaired by **Mr. Jean-Buisson, Jean-Pierre D'Estienne d'Orves** as Secretary General of the Jury, was founded in 2003 at the initiative of **The Association Nationale des Industries alimentaires (ANIA)** and the **SIAL**, first world Organizer of food fairs.

Joined this year by the **CNPA** and the **CNIEL**, the members of the Association finance the awards with the help of Partner companies and underwriters.

Award 2007 has **Arcelor-Mittal, Baccarat, Credit Agricole, CNPA, Mazars, The Dairy** represented by the **CNIEL, Servair, SIAL, UPPIA, Viniflor** and **Wattwiller** as partners.

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## Prize-winners

### Culture award: Brad Bird



**American Director of animated films has joined Disney at The age of 14.  
Author of Pixar movie Ratatouille (Walt Disney).  
For the 1st time, Brad Bird is honored in France for his action.**

For his third movie, Brad Bird of Pixar Animation Studios (Walt Disney) has made the Gourmet film **Ratatouille**, a true slapstick comedy, featuring a rat named Remy, whose ambition is to become a great cook. A priori, rat, cooking and gastronomy seem contradictory!

This production, well-documented, required six years of work and benefited from great French leaders (Guy Savoy, Cyril Lignac), and 43 crew members of the film attended cooking classes.

Ratatouille makes the apology of the French cuisine.

The action is in a Paris revisited by the studios Pixar and presented as the most beautiful city in the world.

There is affection, charm and humor of American films of the fifties.

The movie team visited Paris several times, visiting various major restaurants (Procope, Taillevent, La Tour d'Argent, Helene Darroze, Chez Michel...), Notre Dame, the Grand Palais, Orsay Museum, walking on the banks of the Seine, admiring the view of Paris from the Eiffel Tower and the roof of the Samaritaine. A very professional work!

**By its title, Ratatouille highlights a french traditional dish, accessible in terms of Preparation and cost, and more tasty thanks to its ingredients if they are well chosen.**

**This fable has a moral: if you have a good taste and smell, with the help of books or watching cooking programs on television, you can become good cook And even contribute to the prevention of obesity of your guests.**

**Ratatouille, released on 1 August 2007 in France, was shown worldwide.**

In France, he has the record of entry for a first day: 436000 spectators absolute record For a cartoon.

After 14 weeks, the number of entries exceeds 7.5 million and 340 copies are still shown today. In Paris and Periphery, after 4 weeks, Ratatouille was on top of the hit parade.

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### Science Award: Paul Rozin



**American.**

**Teacher researcher in psychology at the University of Pennsylvania.**

**Paul Rozin highlights the relationship between diet and Lifestyle and the role of diet in the Cultural identity.**

In 2007, Paul Rozin has received the Distinguished Scientific Contribution Award "from the American Psychological Association.

This distinction rewards psychologists having contributed theoretically and empirically to the Basic research in psychology.

**In a symposium held in Montreal in December 2005, Paul Rozin who has been studying for several Decades the understanding of food behaviours in the United States and France,** noticed that French people, who eat as much as the Americans, are less touched by overweight and Obesity and that they live longer. **The French rely more on the quality of meals, the Americans prefer abundance.** Subject to a mix of pleasure and guilt, the latter are weaker to temptations meanwhile regretting because they are obsessed with their weight, unlike the French. They take more time to eat, discuss between themselves and appreciate more what they bring to their Mouth.

Paul Rozin, has worked at various publications among which: "Attitudes to which food and the role of food in life: Comparisons of Flemish Belgium, France, Japan And the United States. *Appetite*, 33, 163-180 / P. Rozin, Fischler C., S. Imada, Sarubin A., & Wrzesniewski A. (1999).

Finally, Paul Rozin, putting into practice what he says, is a guest who finds great pleasure in his Plate!

### Company award : Henk Blom



**Dutch.**

**Degree in Economics from the University of Zurich.**

**Chairman of the Group Executive Board Tempé he joined in the 90's since 2001 Tempé produces and distributes Gastronomic Alsatian products.**

The company Tempé, family business founded in 1910 by Gustave Tempé is specialized in Charcuteries products and food prepared in accordance with the traditions, is now an important Actor of Alsatian agri-food sector. The group Tempé is an SME with a Turnover of nearly 50 million, 350 employees, three production sites and thirty outlets / corners.

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**Since 2001, under the leadership of Henk Blom, the Tempé group asserts itself as, In a way, "the Ambassador of Alsatian cuisine" by providing Every day our customers with products that are modern and respectful of tradition.**

This means specifically, a greater presence in the retail sector in France  
And abroad, Alsatian specialty food, including self-service products and  
Ready to go.

**At the same time, in its own outlets and corners, Tempé shows his Traditional knowledge in marketing a variety of products from the top of Alsace Range. The products developed by the company are garnished sauerkraut, tart , sausages cooking-like knack cited in the literature of the XVI Century, sliced sausages and Alsatian type assortment of products Pastry meats such as quiche Lorraine and riesling pie .**

most of Tempé specialties are in the Alsacian part of the Inventory of the french Culinary Heritage published in 1998 by Albin Michel and the Conseil National des Arts Culinaires.

Today, Tempé is positioned as producer / distributor of Alsatian gourmet specialty of high and medium range. The trademark Tempé enjoys a strong reputation in Alsace and a significant presence outside Alsace, in Paris in major regional cities and abroad.

Abroad, the group works under private label or retailer's brand: with Waitrose in Great Britain, with Migros in Switzerland, one of the few brands accepted by the Switzerland chain, with Rewe and Edeka in Germany, with Cora / Match in Belgium.  
The distributor activities consist in the marketing of a deep range of Alsatian products through "Tempé / CCA" outlets in Alsace, in the Upper Rhine, in Paris, Lille and Toulouse.

**Led by Henk Blom, which has become the reference shareholder of the group, the company Lived a phase of economic restructuration which enabled it to evolve from an "artisanal / employer" Situation to an entity "industrial / managerial" Ensuring the sustainability of its activities.**

**Henk Blom, convinced that the gastronomy of "terroir" has a place not only in Alsace and France but also abroad, especially in neighboring countries Like Switzerland, Germany, Belgium, Britain, highly Involved himself in developing the business.**

By playing "terroir" the card and its Alsatian origins, the Tempé group can evolve positively in a niche in France and In Europe.

The development of the Group confirms the potential of local and Alsatian products Including sauerkraut, quiches, pies and tourtes. These products,

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in 2000, represent only 5% of turnover of the group but are now representing 20% of the total.

Meanwhile, sales for the export market which accounted for 5% of sales outside outlets In 2000 are now at 12.5%, with a perspective of 2

### **Special Dairy products Award**

#### **Jean Jacques Hénaff**



**French from Brittany.**

**Graduated from Essec, he also studied at Oregon University and then at the School of Conserve.**

**Hénaff Chairman and CEO since 1972.**

Founded in 1907 by the great-grandfather of current CEO Jean Hénaff, the company is today the first French marks of pure pork pâtés.

**Its activity is anchored in its land of origin: Brittany and more precisely in the Bigouden Country. The only production site of the company is still in Pouldreuzic located between the pointe of Raz and Penmarc'h, in the center of the Audierne Bay.**

**To mark the centenary of its founding, anxious to preserve the memory of The company and its social and economic values, Jean-Jacques Hénaff has been carried out in 2007 a very beautiful book documentary.** In this 150 pages book, remarkably illustrated, is expressed, in a way, this product Deeply specific of the French food culture: the pâté.

**If at the beginning, the company created by a peasant, was aimed at enhancing the Vegetable local productions, from 1915, it started production of the pâté. Ahead of its time, it also seeks to develop export, prospecting from London to Constantinople, from Odessa to New York and from Fez to Stockholm.**

In 2006, with a turnover of 45 million euros, 187 people, Hénaff remains a Family SME specialized in pâté and cooked meat having broadened its range to Fresh sausage and sliced fresh pork.

Since its inception, the company is attached to the quality of their product, raw materials and finished products, and although usually selling at a higher price than its competitors, it has always been successful on its market. The plant, certified ISO 9001, meets the most stringent standards in terms of safety.

**For these products, now present in 50 countries, Hénaff constitutes an element of the Food identity of brittany. They are, and have been for decades, ambassadors of the food Spirit which is rare For an SME.**

**For the record, Hénaff**, formerly known in the navy as "pâté mataff", has been for decade's part of the meal of the Jeanne d'Arc, navire-école of Navy who has been numerous times around the world.

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**In addition, the mark Hénaff is present in the literature:** Per Jakez Hélias, in the "Cheval d'orgueil", talks about Hénaff while presenting the story of the peasantry of Brittany and also with Henry Quémener, we discover Hénaff in Togo.

**Sculptors have revisited "the little blue and yellow box" and Pâté Hénaff, of course, has inspired many recipes.** The latest: the sandwich "I just can't get Hénaff" of Cojean, famous coffee shop well-known by artists and the press in Paris.

In June 2007, Hénaff Pouldreuzic opened museum dedicated to the pâté. The pure pork pâté Hénaff is contained in the volume of Brittany of the Inventory of French Heritage Published in 1994 by Albin Michel and the conseil National des Arts Culinaires.

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- ❑ diplomacy :  
Immo Stabreit, ex ambassador of Germany in France
- ❑ culture :  
William Christie, conductor,  
Bertrand du Vignaud, President of World Monuments Fund Europe,  
Jean-Pierre de Launoit, President of l'Alliance Française,  
Anna Gavalda, writer,  
Sonia Poussin, photographer-movie director
- ❑ politic :  
Astrid Lulling, deputy from Luxembourg and quaestor at the european Parlement
- ❑ sport :  
Gérard d'Aboville, navigator, member of Conseil Economique et Social,
- ❑ sciences :  
Stanley Prusiner, american virologist, Nobel prize of medicine,  
Claude Fischer, sociologist and director of research at CNRS
- ❑ media :  
Jim Bittermann, american journalist senior correspondent of CNN in Europe,  
Keiko Minamitani, japanese journalist

**Anna Gavalda:** writer. After letters studies at the Sorbonne, Anna Gavalda becomes a high school French teacher before devoting herself to the writing. In 1999, she publishes a collection of novels "I Wish Someone were Waiting for me somewhere" (editions la Dilettante), then, two novels, "someone I loved" in 2002, followed by, in 2004, of "ensemble c'est tout" that has been adapted on the screen by movie director Claude

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Berri. These three titles were sold at one million specimens. The writings of Anna Gavaldà have been translated in forty languages. She's now preparing her next novel.

**Sonia Poussin:** Photographer and filmmaker.

After several humanitarian missions, she realizes with his Alexandre husband, a journey of 14000 km

Without sponsor, nor logistics, this young woman, who made relief work, has made by foot, with her husband, a tour of 14.000 km from Cape town to the Lake Tibériade. Their book, Africa Trek, and their films recall this single adventure which proceeded from 2001 to 2004.

This unique adventure, AFRICA TREK, is presented in a magnificent Photoalbum and in a series of DVDs.  
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