

TRADE OFFICE NEWS

MAKE THE FRENCH FOOD CONNECTION

Good news for importers, distributors, retailers, food service buyers and restaurateurs! In April, the French Trade Commission and UBIFRANCE will launch French Food Connection 2007, a program designed to introduce you to a number of top suppliers. French Food Connection 2007 will feature the crème de la crème from France – 30 food producers offering a wide array of prepared foods and/or ingredients, from frozen herbs to baked goods and pastry, dried fruits and vegetables to cheeses and mineral water. They will travel around the country – to New York, Chicago and San Francisco – for live, in-person demonstrations, discussions and samplings of their products. This dynamic program is the perfect opportunity for networking and discovery, allowing you to make contact with new supply sources for traditional yet innovative quality products in order to enhance your own offering mix.

Food industry professionals, please make the French Food Connection 2007 in one of these cities on the following dates and times:

- New York: Monday, April 2nd, 1 PM to 5:30 PM
- Chicago: Wednesday, April 4th, 1 PM to 5:30 PM
- San Francisco: Friday, April 6th, 10 AM to 3 PM

For more information on French Food Connection 2007 and to RSVP, please log onto: www.frenchfoodconnection2007.com.

MAIN FRENCH GROCERY EXPORTS TO THE U.S. (12 months of 2006, by volume)

PRODUCTS	TONS	2005/2006
Butter	300	+11
Cheese	21,300	+7
Bakery/Pastries	5,300	+15
Chocolate	7,250	+21
Jams	4,650	+14.5
Mustard	4,650	=
Fruit preserves	1,358	+9.7
Olive oil	132	+23
Pasta	2,000	+16
Soda, lemonade (1000 hl)	232	+46
Candy/Confectionery	1,024	-9
Vegetable preserves	1,238	-31

Since the French Trade Commission and UBIFRANCE have teamed up to market French food products more widely in the United States, there has been a steady increase in most French grocery exports.

EUROPEAN AUTHENTIC TASTES



EAT YOUR WAY THROUGH 2007

The first European Authentic Tastes (EAT) calendar is available! Created for both practical and educational purposes, each month features practical and educational purposes, each month features informative facts about the EAT program, letting retailers and their customers savor the pleasures of authentic ingredients and regional specialties from Europe's diverse lands. Get your complimentary copy of the new EAT 2007 calendar by sending a request to: materials@eu-authentic-tastes.com.

WINES OF FRANCE

AN AMERICAN MASTER OF WINE IN PARIS



Sheri Sauter Morano, Master of Wine

Wines of France spokesperson Sheri Sauter Morano, Master of Wine, traveled to Paris this past November to gear up for the 2007 edition of the campaign. She met with the French media and shared the importance of the work Wines of France is doing on behalf of the French wine industry in the U.S.

The exciting two-day tour was filled with meeting sommeliers and visiting wine stores, all in the company of French journalists. The highlight was a trip to Champagne, where Sheri was welcomed by Maison Pommery, the very first winery she visited when she became interested in wine. Sheri also appeared on national TV channels TF1 and France 3, in

order to explain how key it is for the French wine industry to adapt their offers to American tastes and modes of consumption.

Wines of France and Sheri are looking forward to another very good year!

For more information, visit: www.wines-france.us

11 MONTHS INTO 2006, FRANCE IS BACK!

NEW

French wine sales in the United States have increased a very robust +15% in volume and +19% in value in the first eleven months of 2006 versus a year ago. It is estimated that by the end of 2006, sales will have reached heights last seen in 2002. After three challenging years, France is definitely back "in the mix": almost all AOC regions showed growth despite the euro/dollar parity, which has been unfavorable to European suppliers. Also of note: for the first time in awhile, French wine sales are increasing faster than global imports.

Source: UBIFRANCE Datas

EVENTS 2007

Salon International de l'Agriculture (SIA), Paris	MARCH 3-11
Cercle Rive Droite Primeurs Tasting, New York	MARCH 15
International Food, Beverage, Wine and Spirits Exhibition (SIAL), Montréal	MARCH 28-30
French Food Connection 2007:	
• New York	APRIL 2
• Chicago	APRIL 4
• San Francisco	APRIL 6
"France: From Our Table to Yours!" Wine Tasting:	
• New York	APRIL 10
• Chicago	APRIL 11
Alsace & Rhône Valley Wine Expo:	
• Las Vegas	APRIL 23
• Houston	APRIL 25
• Dallas	APRIL 26
Apéritif à la Française/ French Cocktail Hour	JUNE 7
Vinexpo, Bordeaux	JUNE 17-21

SPOTLIGHT: THE MAN BEHIND ZINGERMAN'S DELI

INTERVIEW WITH ARI WEINZWEIG



Ari Weinzweig, co-founder of what's been called the most famous deli in America, Zingerman's, in Ann Arbor, Michigan.

TTG: What are the challenges facing French products in the American market?

AW: When we first opened Zingerman's in 1982, it was hard to even find many great European foods in the U.S., and there was a fairly small number of high-quality traditionally made foods being produced here. Today there are great foods being produced here in the U.S. and coming from all over the world. French products need to continue to make sure that Americans know about their uniqueness, understanding the

context of agriculture and cooking in France. In other words, it's really important to help consumers, retailers and chefs understand what makes French foods so special.

TTG: What do you see as opportunities for French products in the U.S.?

AW: I think that the uniqueness of France's culinary tradition and French history represent big opportunities for French products here. More needs to be done to help the American consumer understand why French food has developed as it has, experience France's traditional flavors, ingredients and the stories behind the products, and learn how to cook and serve the products.

TTG: What are your favorite French products?

AW: One misconception about "French food" is that it is very complicated, heavy and expensive. The truth is that there are many great traditional French specialties on the U.S. market today – fleur de sel, lentils, olive and nut oils,

cheeses, sauces, mustards, etc. – that are easy to use and make for delicious food.

TTG: You have worked with Sopexa USA on the EAT program for designated EU foods. What attracted you to that project?

AW: At Zingerman's, we are committed to delivering the most flavorful, traditionally-made foods to our customers. I like the EU designation system because it works to protect the character of traditional European foods, helping to make sure that the traditional processes, ingredients, and/or regions are part of the product. The quality seals make it easier for chefs and consumers to know that they're getting "the real thing." The EAT campaign is all about educating the trade and consumers on the quality system. It helps my staff to more effectively sell a product, and it also helps my customers to understand why a certain product costs a bit more.

EXHIBITION NEWS

VINEXPO BORDEAUX 2007



The next edition of Vinexpo – the world's premier wine and spirits exhibition for the trade only – will be held from

Sunday, June 17th through Thursday, June 21st in Bordeaux. With its more than 430,000 sq. ft. of stand space already sold out and its lineup of exhibitors confirmed, Vinexpo 2007 promises to exceed all expectations.

The high number of applications confirms the world's interest in Vinexpo as the leading international wine and spirits exhibition. An expected 45,000 to 50,000 industry insiders will be welcomed by 2,400+ exhibitors: individual companies representing all the major regions of the world as well as national pavilions for countries such as the United States, Italy, Spain, Chile and Argentina. Slovakia will be attending this year's Vinexpo, confirming the trend of new countries joining the exhibition every year.

Admission to Vinexpo is free for press and trade professionals. To pre-register online, just visit www.vinexpo.com. If you need an access code to request your free electronic badge, and for all questions regarding the show, contact Alice Loubaton, alice.loubaton@sopexa.com, or call toll-free: 1-800-2VINXPO. For additional information, visitor registration, press releases and images, please go to: www.vinexpo.com.

SIA COMING TO PARIS

The entire spectrum of the international food community will be coming together in March for the 44th annual International Agriculture Show (SIA), the largest agricultural show in Europe. Featuring roughly 1,200 exhibitors and over a half million attendees, SIA is the only place where farmers and ranchers, manufacturers, consumers and everyone in between can meet, share tastes, ideas and innovations. This is one of the few places where people from the food industry can get direct feedback from the public, and where the public can see the food and drink process from start to finish. Supported by the French Ministry of Agriculture and Fisheries, SIA is the only trade show that offers product demonstrations and sampling, livestock exhibitions and professional conferences. In addition, over 17,000 products and 2,000 heads of livestock will be judged in the General Agricultural Concourse, organized by Comexpo Paris for the French Ministry of Agriculture and Fisheries. Competition results will be broadcast online at www.concours-agricole.com. Check out SIA from March 3 to 11 at the Paris Expo, Porte de Versailles.

SIAL TO BE HELD IN MONTREAL

The largest food exhibition in the world, the International Food, Beverage, Wine and Spirits Exhibition (SIAL), is coming to Montréal. SIAL is a forum where regional, national and international food sector professionals involved with food products, wines, beverages, and spirits, can meet, establish new contacts and expand on their networks.

This year's SIAL Montréal attendance estimates include 15,000 visitors and buyers from the agri-food industry, 750 exhibitors from 80 countries, and a large press attendance. SIAL Montréal will be held at the Palais des Congrès de Montréal, Québec, Canada, March 28 to 30. For more information, visit their website: www.sialmontreal.com.

EDUCATION NOTES

BORDEAUX WINE SCHOOL ACCREDITIS 21 SPOKESPEOPLE



The CIVB and the Bordeaux Wine School are reinforcing their image and presence in the U.S. with educational and informational programs for Wine & Spirits industry professionals. With the aim of equipping official representatives of Bordeaux to handle 125+ informational seminars annually to VIP trade, the Bordeaux Wine School selected, educated and accredited 21 new spokespeople in 2006.

Through 160 educational seminars nationwide over the past year, the Bordeaux Wine School already taught more than 5,000 professionals (distributors' sales forces, hotel and restaurant staffs, wine & food shows and festivals) about their wines. And that's only the beginning; in 2007, they will expand the effort further!

Bordeaux seminars were ubiquitous in 2006: at distributors like Glazer's of Texas and Young's Market; at chain accounts includ-

ing ABC Fine Wines & Spirits, Ruth's Chris Restaurants and Wegman's; and at wine & food festivals around the U.S.

Trade feedback was excellent and included these comments:

"You were absolutely awesome! The Costco folks were very impressed and I had one of my district managers attend the event and said he learned more about Bordeaux than any other seminar he's attended!"

Judy Donahoe, Southern Wine and Spirits

"...your presentation to my sales force last Friday was as good a presentation as I've seen in my 19 years in this industry. You managed to get the attention of a knowledgeable, sometimes jaded sales force, and keep it for a full half hour.

That's no small feat!"

Ken Powers, Classic Wine Imports

Stay tuned for more great things to come from the Bordeaux Wine School and its emissaries in 2007.

