



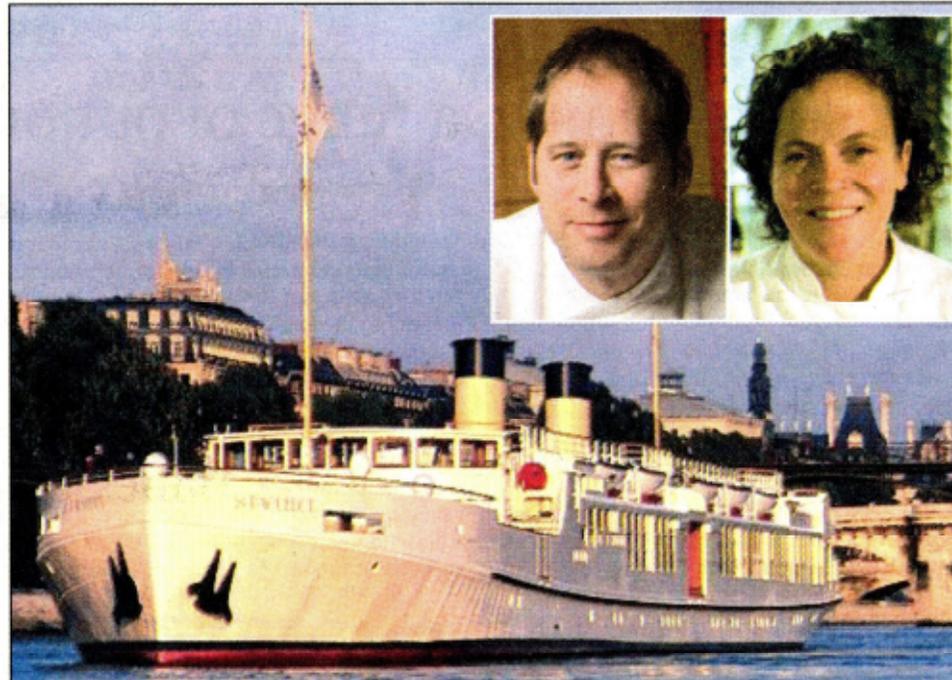
New American cuisine sets sail on the Seine

WHILE THE average American is BBQing burgers stateside this Fourth of July, some of the US's finest chefs will be serving up 'New Cuisine' in Paris as the honored guests of *Gastronomy by the Seine*, the First Annual Festival of Gastronomy & Gourmet Literature. The festival runs from July 4-6.

"Each year France will invite a non-EU country to come and share their culinary styles," said the event's founder and director Michel Cloes.

He sees Russia, China, India and Japan as future guest countries. This year focuses on the cooking scene in the California district, *New American Cuisine*. Culinary traditions, regional specialties, and seasonality are celebrated along with the evolution in flavors and tastes.

This first time event in Paris is the second of a series of annual gourmet food festivals, designed to showcase the work of food, wine and luxury hospitality professionals. Aboard the luxurious Yachts de Paris facing Notre Dame Cathedral and Île de la Cité, the festival



SCENIC: David Kinch and Traci des Jardins are among chefs onboard the Yachts de Paris

will bring French, European, and American Chefs and professionals together around the theme of "Innovation, Creativity & Haute Cuisine for All". Mr Cloes, who is also the President and CEO of CCN-World.com (Chef Culinary

Network) added that the festival was chosen to be the gastronomy section of the European Cultural Season, organized as part of the French Presidency of the European Union (see *France takes the helm*, page 14).

On Saturday July 5, a European dinner will be held aboard the Yachts de Paris, for delegations of the 27 countries of the European Union, of the European Parliament and Commission Members. CCN-World and the

Association des maîtres cuisiniers de France will run a Young (European) International Chef's Cooking Competition between the first eight countries (in the EU) that register to compete.

The contestants -so far come from France, Finland, Greece, Luxembourg, the UK and the USA. Among them are youngsters from *fifteen.london*, a cooking program, aimed to get delinquent kids off the streets by offering a career in the culinary world.

The evening of the fourth will feature an opening dinner cruise through historical Paris to commemorate US Independence Day.

Besides the competition and the dining, cooking demonstrations and classes, book signings, wine and food tastings, a job corner and a culinary school fair are also part of the activities.

Industry executives will lead round table discussions on topics that include: the expansion of the Champagne label; business and gastronomy; the flavors of tomorrow and organic farming and sustain-

able fisheries. WWF, the world environmental protection organization is a sponsor of the event and will participate in discussions on the sustainable use of ocean resources.

"We are not 'Slow Food' or 'Greenpeace,'" said Mr Cloes. "We want to encourage good food from good farming and fishing practices."

American chefs David Kinch, who opened *Manresa*, in Los Gatos, California and Traci des Jardins who is the chef/partner of the French-California cuisine restaurant, *Jardinière* in San Francisco are two among the group of chefs invited. Another is Chef Michael Lomonaco, former executive chef and director of *Windows on the World* in NYC. All share a passion for seasonal, regional ingredients - Kinch grows his own garden and Des Jardins uses organic products from local farms and serves only sustainable fish.

"The importance that the French place on what and how they eat truly resonated with me," says Des Jardins.

"It is very much the same way that I grew up."