



## **PRESS RELEASE FROM DESTINATION NANCY - Tourist Office**

**Friday 7 June 2019**

### **CREATION OF THE NANCY PASSIONS SUCRÉES BRAND**

#### **AN ANALYSIS**

Today, gourmet tourism, or the discovery of the "intimate" cultural heritage of a territory, is an integral part of tourism attractiveness strategies.

Nancy's remarkable sweet culinary heritage has legitimate historical significance and is highly distinctive compared to other urban tourism destinations:

The Greater Nancy area boasts a large number of sweet specialties: macaroons, bergamot candies and similar products, Saint-Epvre cake, rum baba (also with Tokaj wine or mirabelle plum liqueur), craquelines, Duchesses de Lorraine, marquises, as well as numerous candies, desserts and beverages made with mirabelle plums, macaroons or bergamot, Lorraine and Nancy cakes, chocolates, gingerbread and more.

Some of the iconic products have PGI status and already enjoy worldwide recognition.

In addition, this tradition is built on a professional sector that is significant in both quality and in number: In the Greater Nancy area, there are nearly 50 pastry chefs, confectioners and chocolate makers, 150 bakers, and just as many "traditional" restaurant owners all working with these products.

This "gourmet" tradition (artisans-producers and their sweet products) deserves to be considered as one of Greater Nancy's main tourism assets.

### **THE CREATION OF THE NANCY PASSIONS SUCRÉES BRAND**

In the framework of a development strategy for the destination using the territory's sweet specialties and the know-how of Greater Nancy's pastry chefs, confectioners, chocolate makers and restaurant owners,

- DESTINATION NANCY - Tourist Office,
- Greater Nancy,
- The Chamber of Commerce and Industry of Greater Nancy Meurthe-et-Moselle
- The Chamber of Trades and Crafts of Meurthe-et-Moselle

jointly committed a year ago to reflect on creating a brand - free of charge for members - aimed at showcasing these sweet products, their producers and their know-how. This led to the creation of "NANCY PASSIONS SUCRÉES" (European registered trademark).

This brand offers relevant professionals a real opportunity for visibility and recognition.

It guarantees customers, and especially tourists, that the brand's products respect traditions, are locally produced and are made with quality ingredients.

This brand is principally for the confectionery and pastry trades but is also aimed at restaurants.

## PROCEDURE AND AWARD CRITERIA

Obtaining the brand and displaying it on products requires that artisan-producers comply with quality criteria for the production process, the ingredients used and their origin. They must also belong to the territory and adhere to its traditions.

These criteria are listed in the document "Charter and rules of use" that determines the selection procedure (awarded to a "couple formed by the artisan-producer and its product") as well as the operations of the brand.

Selection for the brand is governed by compliance with the criteria, examined during a clear, three-step procedure:

- submission of an application and a technical file,
- inspection of the production on site,
- presentation and tasting of the product during a selection committee of representatives of partner institutions.

TOURISM DEVELOPMENT AND VISIBILITY FOR BRAND HOLDERS, BENEFITING THE ENTIRE TERRITORY.

The institutional partners of this operation are committed to supporting the brand by promoting it in their respective communication through concrete actions.

For example, in the framework of its promotional and communication strategy, DESTINATION NANCY - Tourist Office has decided to put the brand in the spotlight - in addition to other assets including the 18<sup>th</sup> century ensemble registered with UNESCO and Art Nouveau heritage - on all of its multilingual materials and to include products and professionals in some of its promotional operations in France and abroad.

Discovery circuits of Greater Nancy's sweet specialties are planned in the coming months: for example, tourist circuits (marked or self-guided routes, gourmet tours for all visitors), discovery workshops, products and packaging, events and activities in the territory, communication tools (including tutorials, features, interviews, etc.).

**The partners have sent the attached file to 320 professionals - pastry chefs-confectioners-chocolate makers-bakers-restaurant owners - of Greater Nancy to present the brand, and, if they meet the required criteria, to invite them to apply for the brand's first selection session. This session will end in early September, naming the first professionals/products with the NANCY PASSIONS SUCRÉES brand.**

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