



Bocuse d'Or Europe

1st-2nd July 2008, Stavanger - Norway

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Press Service Norway Eidis W. Biehler + 47 97 59 05 02 + 33 (0)6 85 82 17 13 eidis.biehler@wanadoo.fr	Press Service Paris Jean-Patrick Blin - Anne Daudin - anne@ab3c.com Nicolas Saint-Léger - nicolas@ab3c.com + 33 (0)1 53 30 74 00
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Foreword by Eyvind Hellstrøm, President of the Bocuse d'Or Europe

"Lyons' Bocuse d'Or, the most prestigious cuisine contest in the world, has celebrated 20 years of success. Paul Bocuse now looks confidently to the future, towards the next 20 years of gastronomic theatre. His initial ambition was to create a contest that would offer a springboard for young talents, enabling them to demonstrate their skills and to promote the culinary identity of their countries on the international scene. Today the Bocuse d'Or has achieved these objectives and has become an exceptional media show, a true "Formula 1 race" for chefs!

Norway has been selected to host the very first "Bocuse d'Or Europe" that will be held in 2008 at Stavanger. The contest, which is open to a large number of countries, promises lots of action and thrills. New countries will have an opportunity to qualify for the competition final to be held in Lyons in 2009.

The Bocuse d'Or Europe trophy will be a high distinction, symbolising the European Champion title. Moreover, among the 20 participating countries, those ranked in the top 12 positions will have the opportunity of **enhancing their standing on the international scene by qualifying for the finals to be held in Lyons the following year.** Leaving little time to enjoy success before taking up the challenge of the final event.

In our modern global world, where countries tend to look more and more alike, gourmet savoir-faire stands as an essential element to assert one's cultural identity. Gastronomy appears as a delicate blend combining tradition, innovation, culture, competition and nature...

We can proudly state that our small country has performed brilliantly in the Bocuse d'Or. We have shown the world that we are capable of the very best performance and that we can organise events with the utmost efficiency. The best fish comes from the seas and rivers of Norway. Since the beginning of the contest, Norway has won 6 places on the podium and is second in terms of overall performance.

We will demonstrate our sense of organisation and hospitality towards the 20 nations taking part in the Bocuse d'Or Europe.

You will discover an innovating Norway, enthusiastic and unique: a small country composed of many aspects that will join forces in order to welcome you. We might not be a major nation for football, but where skiing and cuisine are concerned, we're among the best!

We are convinced that we will succeed in creating in Stavanger a contest in keeping with the spirit of Lyons' legendary Bocuse d'Or: a **springboard for talents and a media celebration of gastronomy**. A cornerstone for building and maintaining relations. Nothing beats excellent cuisine. Here we say that a good meal can even settle family feuds...

We will welcome you with the warmth and generosity typical of the Norwegian people.

We will recreate the magical atmosphere of Lyons, with the same enthusiasm that has contributed to the event's spectacular success.

Welcome to Stavanger.

We hope that you will enjoy some unique moments, packed with surprises and thrills. This exceptional event will be held at the beginning of July 2008 in the heart of Stavanger, don't miss this opportunity to visit the wild coast of Norway, with its famous Fjords."



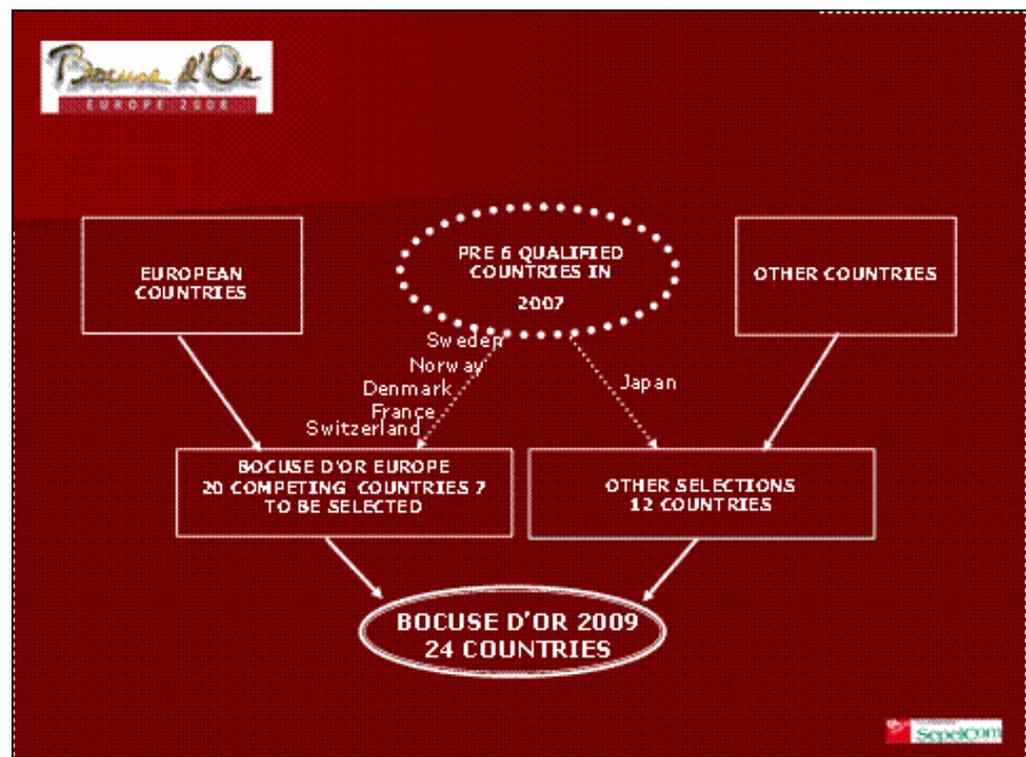
Eyvind Hellstrøm
President du Bocuse d'Or Europe

Bocuse d'Or Europe New European Championship

European Cuisine Champion - neither the title, nor the contest existed until today! This has been remedied with the creation of the Bocuse d'Or Europe. This new contest, on the model of the Bocuse d'Or, will be held every even year in a European country. In 2008, Stavanger in Norway, will pioneer this new event.

A larger Bocuse d'Or community

On July 1st and 2nd in Stavanger, the Bocuse d'Or Europe will have the delicate mission of deciding among the European candidates for the Bocuse d'Or. Like the other continental selection events, this new contest opens the Bocuse d'Or to new nations offering an opportunity to broaden the horizon of the Bocuse d'Or community.



Following the success of the Bocuse d'Or World Cuisine Contest, the Organising Committee has decided to broaden its scope by creating a continental selection event. In 2006, Latin American candidates were selected as part of the Copa Azteca during which Argentina, Brazil and Mexico won the right to participate in the finals in Lyons. This year, it is Europe's turn to hold a similar selection event...



A new title: Bocuse d'Or European Champion

The Bocuse d'Or Europe will have nothing to envy its elder reference event. It will be held as part of "Buffet" - a major trade exhibition dedicated to out-of-home catering. The new contest will take place in a culinary arena created for the occasion, prestigious jury members will judge the events, and a motivated audience will cheer on the participants. The chefs will have to prepare a meat dish and a fish dish, to be served on a plate supplied by Figgjo, the Norwegian specialist for *arts de la table*.

20 chefs from 20 European countries will take part in the Bocuse d'Or Europe. Twelve of them will be selected for the Bocuse d'Or 2009 finals in Lyons. Five countries - France, Denmark, Switzerland, Norway and Sweden - have already qualified thanks to their performance in the 2007 edition of the Bocuse d'Or.

In addition to their passport for the Bocuse d'Or finals, the best chefs at the Bocuse d'Or Europe will be awarded a new prestigious title, that of European Champion. Moreover, the top three candidates will receive:

- 1st prize : €12 000 together with the European Champion trophy
- 2nd prize : €9 000
- 3rd prize : €6 000

A special Fish prize and a special Meat prize will also be awarded. Additionally a prize for the best assistant will be presented by the Bocuse d'Or Academy.

Springboard for the Bocuse d'Or

Stavanger, an enlightened choice

Among the many application files it received, the International Organising Committee has chosen the city of Stavanger in Norway to host the first Bocuse d'Or Europe. Situated close to the fjords, the charming town with timber constructions will simultaneously host the Bocuse d'Or Europe and "Buffet" - a trade exhibition dedicated to out-of-home catering. Moreover, Stavanger has been selected as the European capital of culture 2008 (cf. page on "Stavanger").

In addition to Stavanger's assets, the role played by Norway throughout the Bocuse d'Or history also influenced the choice for holding the first Bocuse d'Or Europe. Norway has always been one of the most active countries, and, with France, it is the most represented in the winners' list, with no less than three first places (Bocuse d'Or), two second places (Bocuse d'Argent) and one third place (Bocuse de Bronze). Eyvind Hellstrøm, president of the Bocuse d'Or Norway and owner of the only two-star restaurant in Norway (Bagatelle, in Oslo), will naturally officiate as president for this first Bocuse d'Or Europe. The Norwegian Academy of the Bocuse d'Or, that has accompanied many Norwegian chefs on their path to success, will supervise the organisation together with the International Organising Committee.

Stavanger, European Capital of Culture in 2008



Featuring traditional timber constructions, Stavanger, Norway's fourth largest city is situated only a few kilometres from the legendary fjords. European Capital of culture for 2008, it possesses rich natural resources, an eventful history and a lively culture. A cocktail not to be missed!

A rich history, turned toward the future

Stavanger offers a subtle blend of tradition and modern life. Famous for its traditional timber houses dating from the XVIIIth century, the town is also known for its new districts designed by creative architects. Stavanger became an important fishing port, this due to its sardine canning industry. Later, with the advent of oil and gas mining in the region, it became the oil capital of Norway. Today it enhances its international repute, becoming European Capital of culture for 2008.

Stavanger is also famous for its gastronomy: it is situated in Norway's reference region in terms of cuisine, the largest region for the agrofood industry. Many establishments contribute to its reputation: Stavanger's culinary institute offers consulting and vocational training services, whilst the university and catering school deliver excellent professional training. Three months ago, the region added to its facilities with the creation of the "Norwegian Centre of Expertise in Culinology". In addition to catering, fish-farming is also an essential activity. Norwegian fish is exported throughout Europe.

A rich cultural life

More than 30 museums are to be found in Stavanger dedicated to the sciences, canning industry, oil, art... They provide an illustration of Stavanger through the ages. Theatre and music are also important in Stavanger's cultural life, with a symphonic orchestra of international repute and one of the best theatres in Norway. More than 30 festivals are held throughout the year (MaiJazz, Water Festival, Nomusic, Gladmat Food Festival, Garlic Week...).

Some of the features planned as part of the European Capital of Culture 2008 events will include an exhibition of local arts and crafts, the creation of an outdoor theatre built on the model of ancient Greek amphitheatres and a design contest based on the theme of timber...

Of course, cuisine will also be under the spotlights, with the **Bocuse d'Or Europe** as one of the highlights of the European Capital of Culture festivities. In addition, activities related to cuisine and taste will be organised throughout the year, including many workshops addressing children.

Finally, the trade exhibition "Buffet" will also represent an important high point: from 30th June to 2nd July, covering a surface of more than 5 500 m² the event will present all the aspects related to the agrofood industry. On 30th June and 1st July the conference "Food for the Future" will bring together members of the European agrofood industry and public bodies.

Fascinating natural assets

Nature has much to offer around Stavanger. The fjords (the famous Lysefjord), snow-capped mountains, small islands and rock beaches, waterfalls, meadows... Wonderful and surprising landscapes where one can relax or engage in any of the many different activities available (hiking, helicopter tours, "salmon" safari, fishing...).



Norway, A mythical Country for the Bocuse d'Or

Norway and the Bocuse d'Or, a continuing love story

Since the creation of the Bocuse d'Or 20 years ago, Norway has earned an impressive list of awards and has largely contributed to the growth and international repute of the contest. The Norwegian chefs' talent, the efficiency of their support teams and the quality of the country's products, four times selected, are some of the keys to this success.

Exceptional support

Professional and highly efficient the network of chefs who coach the candidates for the contest is an essential ingredient in Norway's recipe for success. In addition to the Norwegian seafood products solid international network, many enthusiasts volunteer their time and experience to help the candidates.

- **Eyvind Hellstrøm**, President of the Norwegian Bocuse d'Or Committee (Portrait hereafter)

- **Bent Stiansen** owns and manages two famous restaurants (in particular the Statholdergaarden, in Oslo). He takes part in TV shows and is the author of several books dedicated to cuisine. In 1993, he was the first Norwegian chef to win the Bocuse d'Or.

Six places on the podium in twenty years

In 20 years, six Norwegian chefs have earned a place on the Bocuse d'Or podium. More than one edition out of two has seen a Norwegian candidate placed:

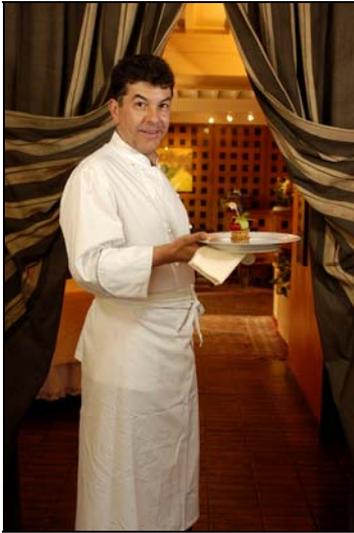
- 1987 : Arne Brimi, first Norwegian candidate
- 1989 : Eyvind Hellstrøm, 5th place in the Bocuse d'Or
- 1991 : Lars Erik Underthun - 2nd place, (Bocuse d'Argent)
- 1993 : Bent Stiansen - 1st place, (Bocuse d'Or)
- 1997 : Odd Ivar Solvold - 3rd place, (Bocuse de Bronze)
- 1999 : Terje Ness - 1st place, (Bocuse d'Or)
- 2003 : Charles Tjessem - 1st place, (Bocuse d'Or)
- 2005 : Tom Victor Gausdal - 2nd place (Bocuse d'Argent)

To date, Norway has won a total of three Bocuse d'Or, two Bocuse d'Argent and one Bocuse de Bronze.

Each time, the candidates rigorous preparation and the respectful enthusiasm of their fans has been commendable.

A prestigious organising committee

Eyvind Hellstrøm President of the Organising Committee



Régis Marcon, chef and owner of the *Auberge du Clos des Cîmes* (3 stars) at Saint-Bonnet-le-froid and also of the new gourmet restaurant *Chez Régis et Jacques Marcon*. Keen on nature and respectful of the products he uses, he is known for his authenticity. Winner of the Bocuse d'Or in 1995, he is the current president of the Bocuse d'Or Winners Academy. This enables him to maintain close relations with Norwegian chefs. Several of Norway's Bocuse d'Or candidates have come to visit him as part of their preparation sessions. In addition to cuisine he has another point in common with Norwegian chefs, he is a great ski fan.



Jean Fleury, Best Tradesman of France, has been a close collaborator of Paul Bocuse for over 20 years. Today he successfully manages the Bocuse *Brasseries* established in Lyons. Born in the Bresse region of France Jean appreciates "beautiful products and work well done". He acquired an interest in cooking through his grand-mother Louise. In 2005, he contributed to "*Brasseries Bocuse: 80 recettes*" a book on the extraordinary adventure of Paul Bocuse's five Brasserie restaurants, for which the objective is to make gourmet cuisine available to all. His latest project is "Ouest Express", a Bocuse-style Fast Food that will open in 2008.



Sven-Erik Renaa was Norway's Bocuse d'Or candidate in 2007 where he won the award for the "Best Fish Dish". He lives and practices his art in Stavanger. As far back as he can remember, Sven Erik Renaa has always had an interest in cooking. "As a child, I would spend hours in my grandmother's kitchen. On her farm the meals were prepared with fresh and original ingredients" he explains. At the table, recipes were a favourite conversational subject. "When my father wasn't commenting on the meal, he would talk about the next one!" assures the Norwegian candidate. Sven undertook his apprenticeship training at Trondheim before travelling to New York where he discovered unique methods and techniques. Later he returned to Norway in order to become Chef at the "Braseriet Hansken" and "Oro bar and restaurant" in Oslo. Today he works for the Gastronomy Institute.

Portrait of Eyvind Hellstrøm

Eyvind Hellstrøm is an important personality of Norwegian gastronomy. "Bagatelle" - the restaurant he owns in Oslo - is the only establishment in Norway to have acquired two stars in the guide Michelin. Member of Relais & Châteaux, it is the first and only "Relais gourmand" in Norway, and Eyvind Hellstrøm is the first Chef to have received the prestigious "Artist of the year" award as presented by the city of Oslo.

"Although I don't come from a family of chefs, two people have had a great influence in my career, two people I consider to be cuisine specialists" explains Eyvind Hellstrøm, in reference to his mother, who manages a café and to his uncle who owned an ice-cream factory. His favourite dishes ? Coalfish cake and "fiskepudding" with shrimp sauce. Eyvind adds : "My mother used to pay great care to the quality of the ingredients, choosing them by hand. It was simple, healthy and very good. This has become part of my style today".

A passion for Norwegian products

When he was 16 years old Eyvind Hellstrøm set out to become an apprentice in a hotel of high standing. During five years he acquired essential cooking skills. "However, he explains, it is the products that are the most important." His favourites : natural products such as Norwegian seafood, always fresh, in particular salmon and scallops, as well as traditional products like Bacalao (salted dried cod). "These are simple inspiring products that pulsate under the knife. All they require is a sprinkle of salt and pepper."

The pleasure of work well done

Eyvind Hellstrøm is happy when his clients express their gratitude for his meals. Being a chef means more than a career to him, it's a passion : he likes to please those who understand and enjoy his cooking. He promotes a "modern" Norwegian cuisine, and explains that dishes are created like a melody, using fresh ingredients that must be treated with respect.

A long history with the Bocuse d'Or

Faithful to the Bocuse d'Or, Eyvind Hellstrøm has officiated many times since 1993 as President of the Norwegian teams preparing the selection events and judging the world cuisine contest. Every two years he sits on the jury, tasting and marking the candidates' gourmet dishes.

The Legion of Honour

On 10th October of this year, Eyvind Hellstrøm received the French Legion of Honour at the French embassy in Oslo. It was, Paul Bocuse who presented him with the distinction.



Bocuse d'Or

Gourmet Art on Show

24 chefs, 24 countries, 24 recipes. Since 1987, every two years, 24 chefs selected from the best kitchens in the world get together in Lyons in order to give an incredible performance involving the preparation of two exceptional dishes within 5 hours and 30 minutes, live facing the public, the press and the jury. A grandiose cooking event!



In 1987 Paul Bocuse was already the ambassador of French gastronomy abroad. He imagined a new concept, a contest to further promote gastronomy on an international scale. A top level challenge, and a carefully designed show.

Recipe for success

For the cast, choose 24 daring, inventive and talented young chefs making their entrance on the gastronomy scene. They will be the candidates. Add 24 Presidents, chosen among the most reputed chefs in each of the participating countries. They will form the jury. Complete with a large serving of fans, supporters, friends and colleagues who will attend the contest as for a rugby match, counting points and cheering on their favourite candidates.



For the decor, prepare 12 open kitchen cubicles set side by side, facing the public. Install a tasting area, where the jury will sit at a very long table. Install the seating, so that the supporters will not miss anything.

For the screenplay, the candidates will have to prepare two dishes in less than five and a half hours. The main ingredients, meat and fish, will be known in advance. Everything else, including at least three garnishes, will be left to the candidates' appreciation.



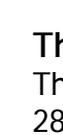
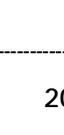
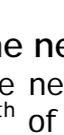
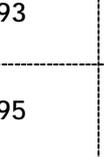
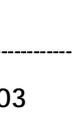
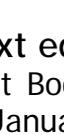
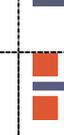
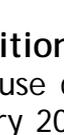
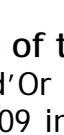
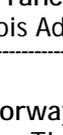
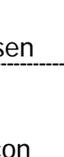
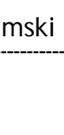
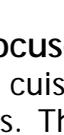
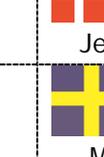
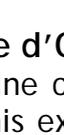
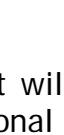
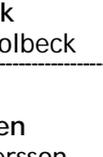
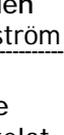
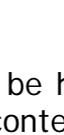
The impact of success

Since its creation, the popularity of the Bocuse d'Or has soared to unimaginable heights. Some countries, such as Norway, select their candidates two years ahead of the contest in order to give them enough time to prepare psychologically and physically, to rehearse their recipes hundreds of times, to bring together their fan club, and to find the sponsors who will finance the adventure.

In other countries such as Japan, the contest is so popular that the two days of the event are broadcast live on a national TV channel. As for Iceland, a special flight adorned with the Bocuse d'Or colours is chartered to fly the country's team to Lyons.

Heroes of a unique cooking adventure

The Bocuse d'Or is a culinary event, but it is also a human adventure that accompanies the best chefs of the world on their path to stardom. Every two years new cooking prodigies are revealed at Lyons. The Bocuse d'Or winners list is packed with talent:

Year	1 st place Bocuse d'Or	2 nd place Bocuse d'Argent	3 rd place Bocuse de Bronze
1987	 France Jacky Fréon	 Belgium Michel Addons	 Germany Hans Hass
1989	 Luxembourg Léa Linster	 Belgium Pierre Paulus †	 Singapore William Wai
1991	 France Michel Roth	 Norway Lars Erik Underthun	 Belgium Gert Jan Raven
1993	 Norway Bent Stiansen	 Denmark Jens Peter Kolbeck	 Belgium Guy Van Cauteren
1995	 France Régis Marcon	 Sweden Melker Andersson	 Germany Patrick Jaros
1997	 Sweden Mathias Dahlgren	 Belgium Roland Debuyst	 Norway Odd Ivar Solvold
1999	 Norway Terje Ness	 France Yannick Alleno	 Belgium Ferdie Debecker
2001	 France François Adamski	 Sweden Henrik Norström	 Iceland Hákon Már Örvarsson
2003	 Norway Charles Tjessem	 France Franck Putelat	 Germany Claus Weitbrecht
2005	 France Serge Vieira	 Norway Tom Victor Gausdal	 Denmark Rasmus Kofoed
2007	 France Fabrice Desvignes	 Denmark Rasmus Kofoed	 Switzerland Frank Giovannini

The next edition of the Bocuse d'Or

The next Bocuse d'Or world cuisine contest will be held on the 27th and 28th of January 2009 in Lyons. This exceptional contest is held every two years as part of SIRHA, the International Hotel Catering and Food Trade Exhibition (Sirha).

Bocuse d'Or Europe Products

As for the Bocuse d'Or, two products - meat and fish - are imposed. For this first edition the theme will be lamb and salmon.

Each dish is to be served on a plate, as 12 portions (ten for the jury, one for the photo, one for the President of Honour and President of the Jury). In each case, the candidates must create two garnishes to accompany their dishes.

Products supplied by the Organisers:

- A leg of lamb - approximately 1.5 kg; a saddle of lamb - approximately 1 kg with flap, six lamb kidneys and six lamb sweetbreads.
- A salmon weighing between 4 kg and 4.5 kg.





Fact Sheet

Contest:	1 st Bocuse d'Or Europe
Dates:	1 st -2 nd July 2008
Location:	Stavanger, Norway www.stavanger2008.no www.buffer.no / www.maltidet.no
Participants:	20 chefs from 20 European countries
President:	Eyvind Hellstrøm
Norwegian Bocuse d'Or Academy	Postboks 8034 4068 Stavanger - Norway
Press contact	Paris AB3C Jean-Patrick Blin - Anne Daudin - Nicolas Saint-Léger 34 rue de l'Arcade - F75008 Paris 33 (0)1.53.30.74.00. anne@ab3c.com - nicolas@ab3c.com
Organiser	SepelCom 10 quai Charles de Gaulle - F69006 Lyon Florent Suplisson - 33 (0)4 78 17 62 93 - fsup@sepelcom.com Damien Gagnieux - 00 33 (0)4 78 17 62 96 - dgagnieux@sepelcom.com
Partners and Communication	Eidis W. Biehler 00 47 97 59 05 02 00 33 (0)6 85 82 17 13 eidis.biehler@wanadoo.fr
Organisation secreteriat Norway	Leni Stalvik +47 91 396 077 ls@gastronomi.no

www.bocusedor.com