Beat: Lifestyle

"ALL TASTES HAVE A STORY" PUBLICISDRUGSTORE FOOD & WINE FESTIVAL BOOK PRIZE

FOOD & WINE FESTIVAL 11-19 Oct 25

PARIS, 17.10.2025, 06:33 Time

USPA NEWS - The All-New Food & Wine Festival On The Champs-Élysées Created By The Publicisdrugstore
From October 11 to 19, 2025
A Stone's Throw from the Arc de Triomphe, the Publicisdrugstore was inaugurating the First Edition of its "Food & Wine Festival", a Festive Event celebrating the "Semaine du Goût," under the Patronage of Famous Chef Éric Frechon.

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For Ten Days, the Iconic Address located at the Top of the Champs-Élysées was transformed Into a Culinary and Cultural Scene: Tastings, Signature Dishes revisited by Top Chef Candidates, Masterclasses, a Gala Dinner with the Legendary Crillon Gang, and the First Edition of the Literary Prize "All Tastes Have a Story" at the Publicisdrugstore Food & Wine Festival.

The Program is rounded out with Convivial Gatherings around a Grand Musical Brunch, a Grand Afternoon Tea, Tastings, an Ambitious Program of Book Signings, and Film Screenings followed by Debates.

A UNIFYING FIRST EDITION

Throughout the Festival, the Restaurant LE Drugstore offers a Revisited Menu, where Great Classics and New Creations come Together Under the Signature of Chef Éric Frechon, surrounded by Prestigious Guests.

A Gastronomic Icon, Chef Éric Frechon signs One of the Highlights of the Festival with the Grand Return of Two Cult Dishes that have marked his Career:
* Macaroni Stuffed with Black Truffle, Artichoke and Foie Gras, au Gratin with Aged Parmesan
* Line-Caught Whiting from Saint-Gilles-Croix-de-Vie in a White Bread Crust imprinted with Almonds, Semi-Cooked New Zealand Spinach seasoned with Curry Oil and Pequillos.

Alongside him, two Top Chef Contestants, Grégoire Touchard and Charlie Anne, deliver their Interpretations of LE Drugstore Restaurant Classics: the "Caesar Salad" and the "Club Sandwich".

On the Sweet Side, Pastry Chef Claire Heitzler showcases Two Signature Creations: the Delicate "Fleur d'Aphrodite" and the Surprising "Racine". Two Desserts reflecting her Unique Approach to Pastry, both refined and committed.

Creativity is also Present behind the Bar. Matthias Giroud, Mixologist and Undisputed Master of the Shaker, offers Masterclasses inspired by the History of the Drugstore, as well as a Dedicated Menu. Between reinvented Classics and Contemporary Creations, with or without Alcohol, he shakes up the Codes of the Cocktail.

"L'Atelier de Joël Robuchon Étoile", the Second Restaurant at Publicisdrugstore, is also donning the Colors of the "Food & Wine Festival", offering Lunch and Dinner, under the Leadership of Chef Éric Bouchenoire, a Menu inspired by Chef Joël Robuchon's Iconic Dishes.

The Festival was finally offering a Unique Event on Thursday, October 16: Éric Frechon inviting the Legendary Crillon Band, Chefs Yves Camdeborde, Christian Constant, and Christophe Felder, for an Exceptional Gala Dinner, dedicated to Friendship, Sharing, and Memories.

A Festival to experience with Friends and Family

The Festival opened with a Friendly Grand Musical Brunch on Sunday, October 12. A Veritable World Tour of Flavors: Sushi Bar, Mezze, Pastrami, King Crab, Steamed Cod... not to mention the more Regressive Sweets: Quick French Toast, Banana Bread, Vanilla Millefeuille, etc.

To close, "LE Grand Goûter" on Sunday, October 19, created in Collaboration with "Fou de Pâtisserie", will bring Together some of the Greatest Talents in Pastry at the Publicisdrugstore. On the Program: Signature Creations and Fun Activities, including a Unique Board Game designed by Miraludo.

Young and Old alike could meet on Saturday, October 11, Tuesday, October 14, and Wednesday, October 15, at the LE Drugstore Restaurant for Unique Masterclasses:

* At the End of the Day on Saturday, Matthias Giroud, Mixologist and Undisputed Master of the Shaker, was leading a Masterclass on the Art of the Cocktail: between Great Classics and Contemporary Creations, an Invitation to shake up the Codes.

* At the End of Tuesday, Nicolas Cloiseau, the Chef and Creator of "La Maison du Chocolat" and Meilleur Ouvrier de France 2007, was leading an Exclusive Masterclass, followed by a Tasting and a Fascinating Journey into the World of the House.

* On Wednesday Afternoon, enjoy a Family Get-Together with a "Parent-Child" Masterclass led by Bassa Passas Koné, from the "Cité du Chocolat Valrhona": a Fun Time to share around Chocolate. At the End of the Day, enjoy a Unique Sensory Experience: a Masterclass focusing on the Five Senses, enhanced with Immersive Workshops.

Finally, the Festival will also be experienced on the Big Screen with Two Iconic Screenings, each followed by Discussions:

* "Les Saveurs du Palais" by Christian Vincent (2012) will immerse Spectators behind the Scenes of French Gastronomy through the Inspired Story of Danièle Delpeuch, François Mitterrand's Private Chef.

* "Ce qui nous lie" by Cédric Klapisch (2017) will explore Family Ties and Transmission through a Moving Fresco in the Heart of a Burgundy Vineyard.

"All Tastes Have a Story": The First Edition of the Food & Wine Festival Literary Prize

The Food & Wine Festival was inaugurating a New Highlight: the "All Tastes Have a Story" Publicisdrugstore Food & Wine Festival Book Prize.
Awarded on Thursday, October 16 on the 7th-floor Terrace of the Publicis group, this Prize recognizes Works Celebrating Gastronomic Cultures Through Recipes, Stories, Editorial Expertise, and Remarkable Iconography.

Under the Chairmanship of Franck Jeantet, an Eclectic and Passionate Jury: Éric Frechon, Guillaume Gomez, Jade Genin, Gabrielle Vizzavona, Laurent Guez, Nicolas d'Estienne d'Orves, Aure Atika, François-Xavier Demaison, Sarah Poniatowski, and Hélène in Paris were recognizing a Selection of 11 Works where Taste is Read as much as it is Savored and electing their 2025 Winner.

The 11 Selected Works
* Yves Camdeborde - The Chefs' Vegetable Garden (Hachette)
* Ada Dechanel & Davina Chang - Hong Kong à la Carte (Solar)
* Victor Garnier Astorino - The Burgerialist (First)
* Farah Keram - North African Cuisines (Flammarion)
* Erri de Luca - Tales of Familiar Flavors (Gallimard)
* Sylvan Mishima Brackett & Rintaro - The Japanese Cooking Manual (First)
* Olivier Nasti - Hunter Cook (Glénat)
* Florian Pinel & Jean Valnoir Simoulin - Bon app & Tito (Noir sur Blanc)
* Marcelle Ratafia Culture Street Food (Marabout)
* Sylvain Roucayrol - Fish (Le Chêne)
* Simon Verger - 365 Foods of Gastronomic Culture (Libel)

The WINNER IS ---- OLIVIER NASTI - HUNTER COOK (Glénat)

In Addition, Two Signing Sessions to be held Each Day of the Festival at 12:30 p.m. and 6:00 p.m., featuring Renowned Authors such as Columnist Laurent Mariotte, Luana Belmondo, Stéphanie de Turckheim, and Chef Yves Camdeborde.

Source:
"All Tastes Have a Story" Publicisdrugstore Food & Wine Festival Book Prize.
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With the Presence of:
* Chef Éric Frechon
* Frank Jeantet - General Director of the Publicisdrugstore
* Isabelle Rabineau - Secretary General and Chairman of the Selection Committee
* Gabrielle Vizzavona - Jury Member
* Guillaume Gomez - Jury Member
* Nicolas d'Estienne d'Orves - Jury Member
* Aure Atika - Jury Member
* Sarah Poniatowski - Jury Member

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Article online:
https://www.uspa24.com/bericht-26153/all-tastes-have-a-story-publicisdrugstore-food-und-wine-festival-book-prize.html

Editorial office and responsibility:
V.i.S.d.P. & Sect. 6 MDStV (German Interstate Media Services Agreement): Ruby BIRD & Yasmina BEDDOU (Journalists/Directors)

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483 Green Lanes
UK, London N13NV 4BS
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Official Federal Reg. No. 7442619