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Second edition of So French So Tasty comes to UAE

Hannah-Farah Abdulla, November 29th, 2012
So French So Tasty celebrated a successful second edition last week with an event held to promote France's food and drink sector.

The dinner event, organised by the French Trade Commission UBI-France, was held at the Pullman Deira City Centre on November 19, in conjunction with the French pavilion at the Speciality Food Festival.

H.E. Alain Azouaou, Ambassador of France to United Arab Emirates, opened the night with a speech where he expressed the importance of French gastronomy in the U.A.E. Almost 150 people attended the event which featured products from Classic Fine Foods, Chef Middle East, Barakat, GAAST and MMI and included Ernest Soulard foie gras, Mons cheeses, Sturia caviar, Bridor bread, Evian, Valrhona chocolate, Bel Normande, Rougié lobsters, Parcs Saint Kerber oysters, Mumm Champagne and Cruzilles fruit pastes.



"Thanks to this VIP dinner, the French exhibitors at the Speciality Food Festival also had the opportunity to continue their discussions with local importers and chefs they met at the show, thanks to B2B meetings organised by our office," said Christelle Labernède, head of the agribusiness department – Ubifrance UAE & Qatar.

The event also celebrated French beef with the suppliers Jean Roze, Elivia and Deveille who recently re-entered the UAE market and had their offering in place for people to try.

"The U.A.E agrifood market is still growing and our food industry exports to the UAE are constantly rising year after year, and are now worth close to \$278 (up 20% from 2010). The food service is crucial to French food exports. Since 2011, tourism in Dubai has been booming, with a hotel occupancy rate reaching new highs at 82% in 2011 against just 70% in 2010, and 2012 so far is looking even better," said Labernède.