

Press Release

Potel et Chabot and the Institut Paul Bocuse are happy to announce the launching of their new specialisation "The Art of Hospitality" and the simultaneous creation of the Potel et Chabot Academy

Paris – Lyon, 6 October 2017 – Potel et Chabot and the Institut Paul Bocuse, two Institutions which symbolise and perpetuate the French art of living, announce their collaboration by creating a completely new higher education specialisation: "The Art of Hospitality" by Potel et Chabot, as well as the launch of the Académie Potel et Chabot.

Pooling the expertise of the two Houses will from October enable them to offer students who are preparing for the Culinary Arts Bachelor's Degree a new specialisation during their training at the Institut Paul Bocuse. This module will find its place naturally in the new Potel et Chabot Academy.

The programme is structured around 4 main areas of competence which correspond to the professions covered by this activity:

- The organisation of deferred production, food safety and quality;
- Staging, the art of service and creating customer experiences;
- Logistics and packaging;
- The marketing function, which covers digital communication and economic management strategies.

"The transfer of knowledge and training have always been the core concerns of our trades and our House. So it was perfectly natural for us to establish this partnership with the Institut Paul Bocuse to pool our expertise for the benefit of young trainees.

This approach is part of a larger framework with the launch of the Potel et Chabot Academy aimed at our employees." says Franck Jeantet, CEO of Potel et Chabot.

The training will be provided on the Ecully campus by teachers and professionals from the two institutions and will include a 5-week immersion at the House of Potel et Chabot in Paris.

"We have designed this programme in conjunction with the leading organiser of prestige receptions, the House of Potel et Chabot, known all over the world. This unique event corresponds to the Institut Paul Bocuse's desire to broaden the scope of its training in excellence, backed by the best professionals from the Culinary Arts, Hospitality and Food service sectors to consolidate its position as a leader in preparing for these wonderful growth activities of the future. New programmes will be available at the start of the academic year 2018," announces Dominique Giraudier, Managing Director of the Institut Paul Bocuse.

A 6-month internship in France or abroad at the end of the programme will validate the training course and provide a stepping stone to full employment anywhere in the world.

ABOUT POTEL ET CHABOT

With a history going back almost two hundred years, Potel et Chabot, the French leader in the prestige reception sector, is recognised for its unique expertise. Outstanding gastronomy, bespoke service, staging, culinary art, furniture, decoration... All of these services are provided in-house and put at the client's disposal.

The Company has a permanent team of 360 men and women (up to 1,500 in busy periods), a 2,500m² production laboratory in the heart of Paris and a 5,000 m² logistics platform at Bezons.

Potel et Chabot provides the catering for 5,000 receptions in Europe and the world and serves more than 350,000 guests for a turnover of more than EUR 70 million.

An ambassador of the French art of living, the Potel et Chabot Group has received the EPV (Living Heritage Company) label and is an active member of several institutions and associations which contribute to the promotion of French culture, in particular the Comité Colbert.

As a socially responsible company, Potel et Chabot supports the Global Compact, aims to choose products made by French companies, labelled products, organic or sustainable agriculture and makes food balance a focus for reflection by all the teams. As well as being involved in a number of charitable activities, Potel et Chabot was also the first player in its area of activity to have signed the National Pact against Food Waste in 2013.

For further information, join us on www.poteletchabot.com as well as on LinkedIn and Instagram.

ABOUT THE INSTITUT PAUL BOCUSE

A showcase for French culinary and hospitality know-how and etiquette, in 25 years the Institut Paul Bocuse has become part of the international elite when it comes to providing training in the fields of Culinary Arts, Hospitality management and more recently Food service management. Its higher education programmes, from Bachelor degree to PhD level, are based upon innovative teaching methods which alternate theory and practice. The Institute aims to continually adapt its training to the needs of the industry and each individual student, bringing out their full potential to achieve 100% employability.

The Institut Paul Bocuse welcomes more than 1,000 students from more than 50 different countries divided among 6 international campuses (Lyon, Singapore, Lima, Mexico, Seoul, Hokkaido).

The Institute plays a major role in the academic and scientific recognition of this sector through the excellence of its teaching, its research activity and its continuing vocational training centre. Its international outreach strategy is based on a network of several thousand alumni in more than 80 countries.

Join us on www.institutpaulbocuse.com – Facebook, Twitter and LinkedIn

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