



CENTRAL MARKET PRESENTS

PASSPORT

FRANCE



MAY 9-22 *Central Market*

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**EVERYDAY DELICIOUS
 FROM A NATION OF FOODIES**

Celebrate two weeks devoted to France, a country known for its vast array of distinct food and wine offerings. Enjoy tastes from France's best craftsmen: bakers, cheese makers, vintners, pastry artisans, and *chefs de cuisine*. In a nation built by foodies, Central Market's **Passport France** explores the traditional and new interpretations of France's every day delicious.

**THE BEST BREAD
 IS IN THE BAG**



Our bakers spent five days learning to perfect 20 varieties of French bread. Compare our baked treasures to the finest you'd find in France: long loaves of Epi, baked to resemble stalks of wheat; handcrafted rounds of dense Miche; Pain Marguerite or Gibassier; and, of course, flaky croissants and crusty baguettes.



**CRÊPE
 EXPECTATIONS!**

Sweet crêpes are crêpes sucrées; savory ones, with fillings like ham, mushrooms and cheese, are called galettes on the streets.



NOS. SANDWICHES
 - Jambon Cuit : 3€
 - Jambon Cru : 3€
 - Saucisson : 3€
 - Pate : 3€
 - Fromage : 3€

**WHAT'S HAPPENING
 MAY 9-22**



Cooking Classes • Fresh Food
 Crêpe Stations • Live Music

APPROACHABLE FRENCH COOKERY
 Missed your trip to La Varenne cooking school? Want to perfect your roast chicken or *beurre blanc*? Despite their reputation for *haute cuisine*, many quintessentially French dishes begin with simple ingredients and just a few steps. Let these masters show you a few.



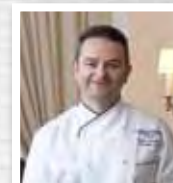
ANNE WILLAN

A driving force in the cooking world for decades, Anne Willan's La Varenne cooking school in Burgundy was long regarded one of the best in the world. The author of more than a dozen cookbooks and recipient of countless international culinary honors, Willan will travel to Texas to share her love affair with regional French cooking for just two engagements during Passport France.



PATRICE OLIVON

A graduate of the famed Ecole Hôtelière de Marseille, Patrice Olivon's career has taken him through the kitchen at the Negresco Hotel all the way into the French Embassy and White House in Washington D.C. A winner of Food Fight and Iron Chef America on the Food Network, Olivon will charm students into cooking while they marvel at his speed with knives, flames, and many ingredients!



BRUNO DAVAILLON

Bruno Davailon, a 2012 James Beard Foundation Award Nominee for Best Chef: Southwest, grew up on a farm in France's Loire Valley. He joined Dallas's The Mansion on Turtle Creek as Executive Chef immediately following a five-year stint as the Executive Chef of Mix, an Alain Ducasse restaurant atop THEhotel in Las Vegas. While there he earned a Michelin star in 2008 and 2009. Rarely found outside the Mansion kitchen, his "My French Favorites" class for Central Market cooking schools is a rare treat.



FROMAGE!

First and foremost, a French cheese is about its origin. Much like grapes and wine, a cheese's *terroir* is everything: where it's from, the milk from which it is made, and the climate in which it is aged. Grab a new Bleu, delight in a Camembert, or unwrap a Comté. Come discover dozens of new and unique cheese sourced just for Passport France—many of which are exclusive to Central Market!



IN STORE

Don't miss "An Introduction to French Cheeses" with Cécile Delannes, Ambassador of the French Cheese Club:
 May 18 - Plano • May 19 - Southlake
 May 20 - Austin North Lamar
 May 21 - San Antonio
 May 22 - Dallas

Central Market
 H.E.B.

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 PLANO • DALLAS • SOUTHLAKE

THE WINEMAKERS

For building a cellar or growing your taste, make a date to talk, taste, and pair with some of France's very best. The event will feature wine dinners with a focus on French wines, tastings, and bottle signings with top winemakers continuing a rich history of creating some of the world's finest vintages, as well as discovering value wines and uncorking highly rated Champagnes.



LAURENT DROUHIN

Maison Joseph Drouhin

One of the most highly regarded estates in Burgundy, Maison Joseph Drouhin produces an array of regional offerings from Chablis to Côte de Nuits, Côte de Beaune, and Côte Chalonnaise. Carrying on the 130-year-old family business, Laurent will share his wines and his family's passion for winemaking when he visits Central Market stores in May.

We recommend:
*Drouhin Puligny-Montrachet,
Drouhin Pouilly-Fuissé*



ANNE TRIMBACH

The eldest of the thirteenth generation—that's right, thirteen generations—of Trimbachs, Anne joined the family business dedicated to creating exceptional Alsace wines since 1626. Have a bottle signed while chatting with Anne as she shares the celebrated Trimbach style!

We recommend:
*Trimbach Riesling,
Trimbach Pinot Gris
Reserve*



THOMAS HENRIOT

Thomas Henriot's family has been in Champagne since the 16th century. Thomas now represents all four of Maisons et Domaines Henriot's prestigious estates: Bouchard Père et Fils, William Fèvre, Villa Ponciago, and Champagne Henriot. Come experience one of the world's more coveted Champagnes and hear from a master on its creation and long history in France. **We recommend:**
*Henriot Blanc Soverain,
Henriot Brut Soverain*

RAISE A ROSÉ

Central Market's General Managers traveled to France to meet with some of the country's most storied wine and food makers. The trip included stops at several vineyards, including a trip to Château Paradis in Provence to better understand this custom cuvée. Recognizable for the soft pink that tinges this unusual blend of Cabernet Sauvignon, Grenache, and Sauvignon Blanc, this Rosé is delicate and crisp. All the GMs agreed it's perfect for the beginning of summertime in Texas. Look for the Château Paradis Terre de Provence.



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Come take a gustatory tour of France's famously food-centric regions. From the freshest scallops of Brittany's coastal catches to Burgundy's wines and celebrated mustards. Discover the pastries, sweets, and *chocolat* of Île de France, savor the myriad cheeses and wines of the Rhône-Alpes, and revel in the aromatic herbs and buttery olives of Provence.



WINE

France's advantage for producing wines of great character may be its geographic diversity. A long list of grape varieties and variations in soil, along with climates ranging from inland continental to maritime to Mediterranean means there's always a new wine to discover.



CHEESE

The cheese course is an essential part of a good French meal. Style, flavor, and milk type are the three discernible factors in selection. The best tastings begin with the mildest cheeses, such as Camembert or Cantal, and progress to a finish with a strong Roquefort blue or Munster.



BREADS

Beyond the baguette, French breads run the gamut from dense country loaves to dark ryes to sweet breads such as brioche and croissant. In any neighborhood, the bakery is a fixture, with a front window likely filled with many freshly baked choices.



HERBS

Infused into sauces or rubbed into the skin of a chicken before a simple roasting, herbs are the essence of many French recipes. Among the most popular are tarragon, parsley, chervil, rosemary, thyme, and—in and out of the kitchen—lavender.



SEAFOOD

From the rocky coast of Brittany to the southern beaches along the Mediterranean, the coastlines of France are dotted with bustling fishing ports. French tables overflow with an abundance of seafood such as scallops, lobsters, mussels, monkfish, turbot, and herring.



PORK

To order great meals in country bistros or Parisian brasseries, learn this word first: *jambon*. Translating to ham, that's just the beginning of the country's love affair with the pig, where a meal without pork—be it in the form of charcuterie, sausage, ham, or tripe—is almost unimaginable.



OLIVES

The shimmering leaves of olive trees are familiar sights in the sun-baked regions of Pays Niçois and Provence. Olives are brined with herbs for eating whole or milled into olive oils for cooking or making soaps. While less than 1% of the world's olive oil is from France, it is some of the best.

FOR A FULL SCHEDULE OF EVENTS FOR MAY 9-22, TO LEARN MORE DETAILS
 AND TO BOOK ONLINE, GO TO CENTRALMARKET.COM