

CHEESE WEEK

By CHEESE DAY PARIS

FEBRUARY 21-26, 2017 NEW YORK

The CHEESE DAY, exhibition of cheeses from France and the world, as well as wines and spirits, will take place in Paris for the second year on February 20th, 2017 at the Intercontinental Paris le Grand Hotel.

For 2017, we have decided to export the French touch and The CHEESE DAY, to the great European capitals, as well as to **New-York**, with a CHEESE WEEK, which will take place from February 21-26.

The New-York event

The following “Maitres Cuisiniers de France” chefs and their restaurants have already agreed to take part in CHEESE WEEK; we encourage the producers, importers and retailers of the world’s greatest cheeses, wines and spirits to “Say Cheese” and participate in this operation alongside them.

In New York

- Marc Bauer, International Culinary Center
- Daniel Boulud
- Jean-Louis Dumonet, The Union Club
- Claude Godard, Madison Bistro
- Pierre Landet, Felix
- Bernard Liberatore, Core Club
- Jacques Sorci, Lotte New York Palace Hotel
- Guy Reuge, Sandbar Cold Spring Harbor
- Pascal Petiteau, Bistro Vendome
- Luc Ollier, Jubilé
- Didier Elena, Chefs Club by Food & Wine

In Philadelphia

- Olivier de Saint Martin, Zinc and Caribou Café

In addition, the Maison Kayser chain and the French Cheese Board will be participating in CHEESE WEEK.

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What we expect from you

- Presence of your company and products at two launch events on January 30th in NY:
 - a press lunch at Bar Boulud (12-2 pm)
 - a VIP cocktail reception at the “French Cheese Board” on Spring Street (5-8 pm)
- Presence of your company and your products during the CHEESE WEEK, through the actions of the participating on- and off-premise establishments.



What we give you and what we will do

- Creation of a kit press sent to all French media.
- Translation of this kit into English, and mailing to the American press, with an accent on New York media.
- Launch events: Organization of a press lunch and a VIP cocktail reception on January 30th in New-York, 3 weeks before the CHEESE WEEK.
- Advertising of the event in *Time Out New York* (print and/or digital).
- Creation of a personalized press release for your establishment to mediate your action.
- Communication about CHEESE WEEK on the internet and social media (websites, Facebook, Instagram)



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For information, CHEESE DAY 2016 in Paris brought together:

- 2 000 visitors
- 34 exhibitors
- Generated more than 150 press clippings.

http://ftp.transversal.fr/ANNEE_2015/Cheese_Day/Retombees_mediaticques/



CHEESE WEEK New York Sponsorship Opportunities

- **CHEESE WEEK GOLD:** 6 000 € (6 454 \$): your company logo in the *Time Out New York* ad (largest); your company logo in all communications about the CHEESE DAY (top placement); your products showcased during the press lunch and the VIP cocktail reception; access to all participating on- and off-premise establishments with a view to having your products used in their establishment during the CHEESE WEEK.
- **CHEESE WEEK SILVER :** 3 000 € (3 227 \$): your company logo in the *Time Out New York* ad (medium); your company logo in all communications about the CHEESE DAY (second placement); your products showcased during the press lunch and the VIP cocktail reception; access to all participating on- and off-premise establishments with a view to having your products used in their establishment during the CHEESE WEEK.
- **CHEESE WEEK BRONZE:** 1 500 € (1 614 \$) - your company logo in the *Time Out New York* ad (small); your company logo in all communications about the CHEESE DAY(third placement).

Contact :

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