

## A NEW GLOBAL FOCUS AT LE CORDON BLEU

Besides offering instruction Paris, Tokyo and London, Le Cordon Bleu's Master Chefs travel around the world teaching students the two-part "Le Cordon Bleu Methode": first, how to master the principles of classical French cuisine and patisserie and second, how to create their own cuisine and repertoire of recipes by adapting these techniques to reflect their own culture, traditions and selection of local ingredients. This teaching method encourages students to develop their own creativity. First they are taught how the dishes should be prepared. Once they have mastered the recipe, they are encouraged to develop their own variation.

Not just the source for learning strictly French classical cuisine, Le Cordon Bleu's methods today reflect a "melting pot" of diverse international cuisine's. From the school's own student base, which represents more than 50 nationalities, and by traveling throughout the world, Le Cordon Bleu chefs have acquired a broad understanding of international cuisine and culture. Whether in India, Vietnam, Thailand, Venezuela or Mexico, the Le Cordon Bleu method is to teach French recipes that incorporate indigenous ingredients and reflect local cuisine. In the same way, Le Cordon Bleu encourages its own students to experiment. Each month, Le Cordon Bleu students in Paris organize a lunch which focuses on a specific native cuisine, i.e. Spanish, Chinese, Mexican, American, etc.

### SOME EXAMPLES OF UPCOMING EVENTS:

**Le Cordon Bleu in Thailand:** Later in May, Le Cordon Bleu will offer L'Art Culinaire in Bangkok at the Arnoma Swiss Hotel. Demonstrating Le Cordon Bleu is a "spirit," and art of living, Le Cordon Bleu will offer courses that go beyond cuisine and pastry to teach the French provincial way of life. Besides offering classes on entertaining, setting a table, flower arrangement, service, ambiance, etc. in the tradition of Provence, the course of study will include a petanque competition, a traditional sport played throughout France which originated in Provence.

**Le Cordon Bleu in Venezuela:** Also in May, at the Hotel Eurobuilding in Caracas, Le Cordon Bleu will offer demonstrations and French menus that incorporate local ingredients.

**Le Cordon Bleu in Vietnam:** At the end of June for two weeks at the Saigon Floating Hotel, Le Cordon Bleu will present French menus that incorporate local ingredients. In addition, demonstration classes will be offered.

**Le Cordon Bleu in the U.S.:** Le Cordon Bleu offers cooking classes and demonstrations at leading hotels and shopping venues including Galleries Lafayette and The Plaza Hotel in New York City and Club Med in Sandpiper, Fla..

### LE CORDON BLEU FORGES PARTNERSHIPS

\* In conjunction with the Professional Development Program at the School of Hotel Management at Cornell University, Le Cordon Bleu offers courses to hotel management and cooking professionals each summer.

\* Through an association with the Swiss Hotel Association, Le Cordon Bleu offers culinary training to students of the Regency Hotel School in Adelaide, South Australia. The courses are part of the hotel management curriculum.

\* Le Cordon Bleu maintains an alliance with the Institute Culinario de America Latina (ICAL) in Mexico City. As part of this ongoing partnership, Le Cordon Bleu offers courses as part of the ICAL's hotel management curriculum. Next courses will be held in June.

\* The American Institute of Wine and Food (AIWF) established a London chapter at Le Cordon Bleu London in September '92 with the help of the school's most famous graduate, Julia Child.

#### NEW COURSE OFFERINGS

Called L'Art Culinaire, new course offerings are designed to go beyond what is served on the plate to teach students how to create an impeccable ambiance for entertaining. The courses teach the art of living or "good life" in a French way. Topics include the following:

- Flower Arrangement
- The Marriage of Food and Wine; The Oenology of Wine
- Table Setting
- French language classes
- Cheese & Wine
- Cocktail classes
- Paris Markets (food selection and preparation)

#### NEW PRODUCTS ADDED TO PRIVATE LABEL LINE

Le Cordon Bleu has added several new products to its exclusive line of specialty foods and elegant gifts including coulis/purees, no sugar preserves, herbal teas, new flavors of coffee and soups.

Other items offered include mustards, herbs & spices, olives, oils and vinegars. The line also includes distinctively French Royal Limoges porcelain, the classic chef toque, jackets, and apron and culinary tools. All items have been selected and recommended by the school's master chefs. Also featured is Le Cordon Bleu's recently released English-language cookbook -- its first ever -- titled "Le Cordon Bleu at Home," and the school's first set of instructional videocassettes.

To date, Le Cordon Bleu products are available at more than 175 specialty food stores, independents, department stores, gift shop retailers and through gift catalogs. The line is also available at Le Cordon Bleu's flagship boutique at Trump Tower in New York City and through a toll-free number, (88) 457-CHEF. A gift catalogue is also directly available to consumers.

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