

Roissy, January 27th 2016

JEAN IMBERT CREATES A NEW "A LA CARTE" MENU FOR AIR FRANCE

- *Le marché de Jean Imbert*, a new "A la Carte" menu you can order today;
- Available on board long-haul flights in Economy and Premium Economy as from 1st April 2016 ;
- Available on departure from Paris for 21 euros or 7,000 Flying Blue Miles.

Air France has chosen Jean Imbert, a rising star of French cuisine and winner of the French TV show *Top Chef* in 2012, to create one of its "A la Carte" menus.

The French chef has created *Le marché de Jean Imbert*, a full meal which can be enjoyed in Economy and Premium Economy on long-haul flights, as an alternative to the standard menu offered on board on departure from Paris.

Jean Imbert offers innovative flavours for a new gourmet experience in the sky:

- A cold starter with organic quinoa, poached egg and tarragon;
- A warm stew to remind you of your childhood;
- A fruity fondant dessert inspired by his big final.

He has revisited certain dishes that were a great success on the TV show as well as other original culinary creations.



Le marché de Jean Imbert can be ordered as from January 2016 for 21 euros or 7,000 Flying Blue Miles and enjoyed on board long-haul flights on departure from Paris as from 1st April 2016.

COMFORT, ATTENTION AND PLEASURE FOR ALL !

This new menu accompanies Air France's move upmarket of its long-haul products and services. On board the Boeing 777 gradually equipped with new Economy and Premium Economy cabins, customers enjoy optimum travel comfort. With *Le marché de Jean Imbert* and the other «A la Carte» menus, customers can enjoy a tasty new dining experience, as an alternative to the standard meal offered on board, for an ever more personalized trip.

ABOUT JEAN IMBERT



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Jean Imbert grew up in L'Hay-les-Roses near Paris and Sables d'Or les Pins in Brittany. When he was a child he developed a passion for cooking and prepared meals for his family and friends. When he was 14, Jean was an intern at Jean-Pierre Cruzil's restaurant in Plancoët, Brittany. This experience gave him the desire to open his own restaurant. In 2001 he graduated from the Institut Paul Bocuse and went to work for the chef Eric Briffard. At the age of 22, Jean decided to open his first restaurant, his childhood dream. He opened *L'Acajou* in the sixteenth arrondissement of Paris, awarded the Label Bocuse & Co in 2009.

In 2012, John won Season 3 of *Top Chef* on M6 with his emblematic dishes such as his fruit salad carpaccio and vegetable bouquet. After this media hype, Jean became one of France's favourite chefs, well-liked by personalities who appreciate his unique cuisine and use of local products, who advocates sustainable fishing and spotlights local French producers. John still has close ties with Brittany, where he purchases his fresh produce.

Inspired by his travels and constantly on the look-out for unique and unusual concepts, late 2015 Jean opened *Les Bols de Jean* with Eric Kayser, a chic eco-canteen concept offering seasonal dishes in small round loaves of bread where nothing goes to waste. A concept in line with John's values, committed to preventing food waste and malnutrition. Together with MK2 Jean also opened a pop-up cinema where his culinary creations matched the subject of the movie, offering spectators a complete sensory experience. He has also criss-crossed the globe, exploring markets in New Zealand, Polynesia and Iceland and organizing dinners in New York, San Francisco and Sydney. In Egypt, he supervised the menu on the Steam Ship Sudan, the boat which inspired Agatha Christie to write «Death on the Nile». In 2016, Jean will offer Air France customers *Le marché de Jean Imbert*, a menu to enjoy on board the Company's long-haul flights from Paris to the rest of the world!

AIR FRANCE'S "A LA CARTE" MENUS

On departure from Paris, on long-haul flights in Economy and Premium Economy, Air France offers four "À la Carte" menus as an alternative to the standard meal offered on board: Une Sélection LeNôtre, Océan, Tradition or Italia menus. As from 1st April 2016, *Le marché de Jean Imbert* will also be offered on board, instead of the Italia menu.

These menus can already be ordered* for a price of between 12 and 28 euros, or 4,000 to 8,500 Flying Blue Miles, at airfrance.fr when you purchase your ticket or in the "View/modify your bookings" section, when you check in online or from an Air France call centre or ticket office up to 24 hours before departure.

In addition, the Italia, Océan and Tradition menus can also be ordered on departure from the French Overseas Departments (Cayenne, Fort de France, La Réunion and Pointe à Pitre) and the United States (Houston, Los Angeles, New York, San Francisco and Washington) and as from January 2016, on departure from Canada** (Montreal and Toronto) and Africa** (Douala, Libreville, Abidjan and Dakar).

*Offer available on all long-haul flights on departure from Paris-Charles de Gaulle and Paris-Orly which offer a hot meal, except flights to Amman, Bangalore, Bombay, Damascus and Delhi.

**on sale since January 2016 for travel as from 1st April 2016.