



**The 3rd floor of the Printemps de la Maison
welcomes the café « be »,
a creation by Alain Ducasse**

April 2006

The Printemps department store joins the Groupe Alain Ducasse in hosting the café « be », from this May, 9th on the 3rd floor of Printemps de la Maison. This occasion will mark the opening of the second exclusive “be” in Paris, following in the triumphant path of the Courcelles Boulevard location in the 8th district!

« *b* » for **boulangerie** (*bakery* in English) and « *e* » for **épicerie** (*gourmet store*), « be » is an original concept which puts together the best of French artisan bakery and gourmet stores, in for a rich and diverse offering consisting of : breads, essential products, delectable sandwiches, crostini, salads, soups and desserts for a resolutely contemporary interpretation of French tradition and know-how.

All breads will be made of natural leaven by bakers, according to unique recipes such as: the « be » *baguette* (French bread), « be » *bread*, *Tourte*, *Périgord walnut bread*, *Fig bread*, *Corinth raisin bread*, *Cereal bread*, *Buckwheat bread* as well as the « be » bread of the week created according to the season and the Chef’s inspiration. A mouth watering example of this is the « be » *sweet potato and tome cheese bread*...

For sandwiches you can savour the *Spring Crostini* with new vegetables (grilled slice of *tourte*, fresh cheese and in season vegetable). One of the many fresh salads is the *Creamy Carrot Tofu with Asparagus Tips*. Give in to the *Pumpkin* or *Gaspacho Soup*, and indulge yourself with desserts such as *Stewed Mango with Passion Fruit*, or *Vanilla Rice Pudding with orange Marmalade*. These are some of the many temptations to be offered to all gourmets who are drawn to this new place which mixes tradition and modernity.

As for the boutique on Courcelles Boulevard, « be » asked the Designer Patrick Jouin to design a welcoming, cosy, authentic, universe, which perfectly integrates into an urban environment. Bertrand Thura was assigned with the fabrication.

From the footbridge connecting the Printemps de la Mode to the Printemps de la Maison, the mere sight of the shop immediately confers cosiness to the place with its shades of orange and its oak parquet floor.

On the walls, old engravings of the Diderot-Dalembert encyclopaedia reinterpreted by the graphic designer Philippe David, subway squares and a zinc cap, make reference to the typically Parisian world; finally, the presence of a custom and handmade wicker basket which displays the breads, and the suggestions of the Chef on a slate, add the traditional motif... Additionally, at "be", the visitor will see all the gourmet store products exhibited.

For breakfast, lunch or a snack, to be consumed on the spot or to take away, "be" is a great alternative to the traditional restaurant. It also boasts a range of goods showing Alain Ducasse's attachment to the Mediterranean and the Southwestern soils.

Earthy, beautiful and authentic: these values perfectly fit this Parisian department store, which will continue to offer its international clientele the best of *l'art de vivre à la française*, as an experience that goes beyond shopping.

« **be** » Chef : Dominique Sagnac / Sandwiches from 4,2 € / 30 seats / Open from Monday to Saturday, 9:35 am to 7:00 pm, until 10:00 pm on Thursdays.



About Printemps

Created in 1865, The Printemps is run by the company FRANCE-PRINTEMPS, a PPR Group subsidiary, and is today, the department store of choice in Paris and its environs.

It consists of 17 stores that are directly managed, Madelios, 9 affiliated stores along with 3 specialized subsidiaries: in sports, with Citadium and Made in Sport, the travel business with Printemps Voyage, and interior Design with Printemps Design located in the Pompidou Centre.

The Printemps employs more than 5000 employees and generated in 2005, a sales turnover of EUR 751,8 million.

www.printemps.com

About Groupe Alain Ducasse

Groupe Alain Ducasse opens his first be boulangépicier store - «b» for boulangerie (bakery in English) and «e» for épicerie (gourmet store) - in October 2002, 73 boulevard de Courcelles - -Paris 8th. This original concept putting together the best of French artisan bakery and gourmet stores is a resolutely contemporary interpretation of French tradition and know-how.

The Groupe Alain Ducasse devotes itself with passion to the culinary pleasures and arts of hospitality in order to answer to the needs of its varied, mobile and international customers. The Group keeps on developing new ideas and ensuring their circulation. This constant search for excellence relies on the particular talents of the men and women of the Group, on the utmost quality of its products and on a complete knowledge of modern technologies. At the head of his Group, Alain Ducasse is at once a chef-creator, and a strict entrepreneur. As creator, he insists on offering a cuisine that is just right; as entrepreneur, he implements a modern economic model, a transfer of his knowledge and a relevant vision of the food service and hospitality industry.

www.alain-ducasse.com

be

Printemps de la Maison
64 boulevard Haussmann
75009 Paris

Press contact :

Groupe Alain Ducasse
Sarah Mompeurt
+33 (0)1 53 67 66 30
s.mompeurt@alain-ducasse.com