



## SPOON PARIS...

## from ORIGINS to NOW!

First SPOON restaurant to open, SPOON PARIS AT MARIGNAN proposes for this season a generous spoon of new surprises...while remaining loyal to its roots and original concept, SPOON PARIS renews itself for Autumn 2007 with a definitely contemporary and innovative menu, brand new influences, and a return to our French roots.

## FROM ORIGINS...

“During my travels, I have come across products and techniques which are of great interest to me. I wanted to bring them together and share them with you”

Alain Ducasse

As a universal tool of sharing and conviviality, the **SPOON** is on every table, in every kitchen, on every continent. It also symbolizes the child's initiation to tastes, our first sensations of pleasure. It was this culinary, cultural and emotional observation that led Alain Ducasse to create SPOON in 1998, to develop in the same place a cuisine inspired from the tastes and flavors of the world, while respecting the products. That is how the spoon gave its name to the Parisian restaurant – the first SPOON Food & Wine – and later to its adaptations throughout the world (Mauritius, Saint-Tropez in southern France and Hong Kong) and how it became the venue's powerful symbol.



10 years later, SPOON PARIS continues to surprise and enthusiastically share with passion the diversity of its products and techniques. To symbolically mark this “re-evolution”, the SPOON PARIS teams compiled all over the world a **unique, original spoon collection**, including a caviar spoon shaped like a sturgeon, a forked spoon named "Georgette", another, whose handle resembles a woman’s body, or simply a traditional Provençale cooking spoon in boxwood. Displayed on each plate, they act as references to the diversity and history of world cuisines.

## A "best of" selection of signature SPOON dishes and more...

Loyal to the SPOON soul and identity, Chef Stéphane Colé still offers the **iconic dishes** that have so strongly contributed to the success of SPOON PARIS.

His **SALTED COD “Mantecato” topped with a soft boiled egg** ; Pan-seared **TUNA, satay sauce, wok-sautéed vegetables** or the famous **Bubble gum ice-cream** are each a singular flavor and an invitation to discover the finest products from the different regions of the globe.

SPOON also abolishes borders when it comes to techniques: **Induction, spit-roasting, wok, plancha, grill, in cocotte...** the different preparation and cooking modes are adapted to offer an infinite palette of choices in which different cultures and civilizations mingle and blend.

Pasta aficionados will love the different pasta recipes cooked and served in the **PASTA POT**, which is a special pot created by Alain Ducasse and designer Patrick Jouin that was developed by Alessi to update an ancestral cooking technique. When the olive oil millers went out to work in the olive groves, they had very little water with which to prepare their meals, so they cooked their pasta like a risotto. After sautéing it with herbs, mushrooms or any other vegetable they could find, they covered the pasta with water as it was absorbed.

## SPOON, an explorer of the world

As "guest star" of the **SPOON ORIGINS** menu, each season, SPOON invites gourmet travelers to discover a different country for a world tour of flavors. This Autumn, SPOON PARIS takes us to India with the **Roasted tandoori Lobster, green vegetables** or the **Roasted tikka Chicken, supari sauce, pack choy**.





## ...TO NOW !

Enriched with its multi-ethnic experiences, SPOON is now back in France with the **SPOON NOW** menu.

Reinterpreted classics featuring the finest French products and most modern techniques: **Pan-seared rack of Lamb, finely sliced tender shoulder** ; **Crossed -rouennaise/mallard- Duckling** on the spit ; **Pan-seared Red Mullet nem from here**. The **SPOON NOW** menu reawakens a culinary past and a history rich in meaning and sensations.

Definitely contemporary and constantly seeking new flavors, SPOON PARIS has invented a new generation of sauces prepared in **traditional marble mortars** to extract the original taste of the products.

These utensils were specially crafted for SPOON PARIS in the Haute Provence region by Mustapha Messaoudi. This talented stone worker has given life back to the ancestral tool, with pure lines and sensual colors. Each of his pieces is a unique creation in its color – Etruscan red recalling the Roman baths, pink, violet, caramel, sable... – its shape and the origins of the stone he uses.

The sauces and condiments are ground, crushed and blended in these mortars to exalt their flavors and aromas.

These "**sauces to eat**" come in 2 themes – **SEA / IODIZE** ("Matelote"/BBQ, Definitely lemon, Oyster/sesame) or **COUNTRY / PLANT** (With peppers, Lemon parsley butter, Crushed green & black olives). They can be freely combined with meat or fish to create unusual combinations on every plate.

Greens à la carte at **SPOON NOW** with red-leaf lettuce/romaine lettuce/sucrune/red endive... all produced by the finest growers in Ile de France, served in **Crisp'salad** or "**Shredded**", to eat with a spoon. While the quinoa is accompanied by a glass of layered red and green shizo, an herb you chop yourself.

Finish on a sweet note with a taste of childhood to bridge the traditional with the contemporary: **Lemon-raspberry "Religieuse Pastry/Macaroon"**, **poached rhubarb** ; **Peach/lemon verbena Vacherin**.

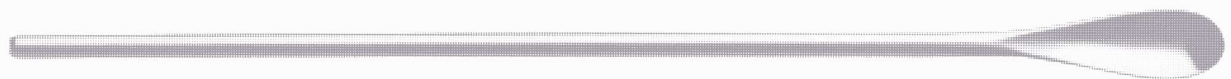
## SPOON Wine

French and international wines are featured on the **SPOON ORIGINS** menu, devised by Gérard Margeon, head sommelier of the Groupe Alain Ducasse. Once again, he wanted to surprise and innovate with **SPOON NOW** selection by presenting a selection of **fruit wines** – **rhubarb, quince, cherry** – a first in Paris. Developed in Belgium using traditional wine making techniques, these nectars offer delectable discoveries to go with both sweet and savoury dishes.

A wine definitely worth trying: the **sparkling rhubarb wine**, a white wine with fine, delicately flavoured bubbles... after delivering immediate pleasure, their delicious memory will linger on your taste buds!

SPOON PARIS cellar also features a selection of wines using new corking systems. Wine lovers will appreciate the authenticity and freshness provided by this new generation of **glass or synthetic cork or screwcap** that are easy to identify on the menu thanks to pictograms (cross, square and triangle) that are already familiar to video gamers.

The **ENERGY cocktails** will appeal to fitness buffs. Made from tea, fruits, vegetables and herbs they are teeming with vitamins and are very low in calories : « **Croq' green** », « **Pep's** », « **Bloody Lapsang** »... 100% alcohol-free, served slightly sparkling with Seltzer water, they are purely thirst-quenching cocktails, deliciously refreshing and joyfully energizing!



**And, as ever...**

At lunchtime, the **SPOON SUM Lunch** menu and, at dinner time, the "**M'SPOON**" taster's menu, selected from the **ORIGINS** and **NOW** menus, will let you trace the history of SPOON – that of yesterday and today, of here and beyond.

SPOON SUM Lunch: 47 euros (2 starters + 1 fish + 1 meat + 1 garnish + 3 desserts)

M'SPOON: 89 euros (selected by the chef for the entire table)



SPOON

PARIS

at Marignan



**ADDRESSES**

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**OPENING TIMES**

Monday through Friday for lunch and dinner :

Lunch from 12:15 p.m. to 2:30 p.m.

Dinner from 7:30 p.m. to 10:30 p.m.

Annual closing:

- 3<sup>rd</sup> week of July to the 3<sup>rd</sup> week of August
- 3<sup>rd</sup> week of December to early January
- And bank holidays

**CAPACITY**

Seating: 80 seats

**ACCESS**

Through Hôtel Marignan

**CAR VALET**

**JUST FOR YOU**

For the curious, a selection of books illustrating the culture and spirit of SPOON is available: the latest culinary trends and new ideas, the history of the table arts, world cuisine, food design, etc.

**HOTEL MARIGNAN**

**The Hôtel Marignan Champs-Élysée** is a charming hotel located at 12, rue de Marignan, between the mythical Champs-Élysées and Avenue Montaigne.

At the crossroads of the fashion and business worlds, this 4-star establishment incarnates the French spirit: an elegant décor, a warm welcome and attentive service.

It features 73 rooms and suites, some with a lovely terrace and view of the Eiffel Tower...

Its lounge bar, the 15Cent15, is signed Olivier Gagnère. It opens like a jewel case, in an extension of the hotel lobby. Its very feminine/masculine décor, punctuated with stunning chandeliers, standing lamps and wall lamps by Murano, offers a particularly intimate atmosphere.

**PRESS CONTACT**

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