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Relais & Châteaux Press Release

## **The 155 Grands Chefs Relais & Châteaux innovate and participate in scientific research with the Paul Bocuse Institute**

***By drawing together research scientists from CNRS (National Centre for Scientific Research), Lyon University, Bournemouth University (UK) and the Paul Bocuse Institute, Relais & Châteaux continues its pursuit of excellence in the service of its guests.***

It is the first time that Relais & Châteaux is to support a doctoral thesis and it is also the first year of the Research Centre of the Paul Bocuse Institute which opened this autumn.

This unique project, led by a team of multidisciplinary experts recognised on the international level for their competence and dynamism, encompasses the complementary disciplines of psychology, cognitive semantics, experiential and sensorial marketing, and hotel/ restaurant management.

It will address the questions raised by the Grands Chefs Relais & Châteaux:  
What memorisation mechanisms do guests use for a gourmet experience?  
How can we transcend this guest experience?  
How can words accompany and enhance the quality of the sensorial perception of fine dining?

This initiative will be led by Philomène Bayet-Robert at the Paul Bocuse Institute and accompanied by Patrick Henriroux, Vice President of Relais & Châteaux in charge of the Grands Chefs. Over a period of three years the team will study guest experiences and their loyalty to the restaurants of the Grands Chefs Relais & Châteaux. The knowledge acquired in this way will be used to consolidate the key factors to success through an increasingly prestigious offer whilst always preserving the unique character of each member property.

For Jaume Tàpies, International President of Relais & Châteaux, **“The establishment of this PhD with the prestigious Paul Bocuse Institute pays tribute to the excellence and gourmet leadership of Relais & Châteaux”**.

For Hervé Fleury, the Director of the Paul Bocuse Institute, **“The expertise of Relais & Châteaux is the guarantee of optimum quality for all our students coupled with the confident promise of enhancing fine dining around the world”**.

About Relais & Châteaux:

*Relais & Châteaux is an exclusive collection of 480 of the finest charming hotels and gourmet restaurants in 56 countries.*

*Established in France in 1954, the Association's mission is to spread its unique art de vivre across the globe by selecting outstanding properties with a truly unique character.*

*Furthermore, Relais & Châteaux is also a family of hoteliers and Grands Chefs from all over the world who share a passion for and a personal commitment to ensuring their guests are privy to moments of exceptional harmony, an unforgettable celebration of the senses.*

*From the vineyards in Napa valley to the beaches in Bali, from the olive trees in Provence to the lodges in South Africa, Relais & Châteaux offers all the stops on the finest route for discovering each special place and country.*

*The Relais & Châteaux signature reflects this ambition:*

*“ALL AROUND THE WORLD, UNIQUE IN THE WORLD”.*

About the Paul Bocuse Institute:

**The Paul Bocuse Institute offers hotel and restaurant management as well as culinary arts courses. Combining tradition, modernity, innovation and research, it imparts the technical and managerial expertise needed to cope with the current and future needs of the profession on the international level.**

*In the prestigious setting of its 19<sup>th</sup> century château, in Ecully near Lyon - the world capital of fine dining -, the Paul Bocuse Institute, with its joint presidents Paul Bocuse and Gérard Péliçon, the co-founder of the ACCOR group, welcomes 330 students of 35 nationalities every year. For 10 years now the Paul Bocuse Institute and the University of Lyon Business & Management School (IAE) have been engaged in successful cooperation. Today, they offer a comprehensive and unique range of courses: from basics to advanced research. The three-year culinary arts, restaurant and hotel management programmes lead to a double qualification: the qualification of the Paul Bocuse Institute and a professional degree. The creation in January 2005 of the M.Sc. International Hotel and Restaurant Management awarded by Lyon University 3 is the logical follow-up to these two courses. With the research centre, PhDs will now be awarded by university partners in science and technology, the humanities and management – all with the same goal: to restore to food its true identity and also to build a new vision of eating by combining health, taste and economics.*

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