



Gault & Millau
MAKE LIFE TASTY

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The Gault&Millau
International DNA:
Gastronomy



Key milestones in Gault&Millau's history

- 
- 1962** — Launch of the first restaurant guide (for Paris) by **Christian Millau** and **Henri Gault**
 - 1969** — Launch of a magazine named "Nouveau Guide" ("New Guide") and **creation of the Gault Millau trademark**
 - 1972** — Launch of the first **Guide France Gault&Millau**
 - 1973** — Henri Gault and Christian Millau launch their famous call for a "**Nouvelle Cuisine**", heralding a new era in the French Gastronomy promoting a lighter, simpler and fresher way of cooking, that largely contributed to the rise of new chefs such as Bocuse, Veyrat, Robuchon, Gagnaire, Troisgros, Savoy, Roellinger...
 - 1980's** — **Gault&Millau venture into wine-tasting**, first with their magazine and then through the launch of a Wine Guide (1500 wines at first).
 - 2010's** — **International development** through licence agreements (**Benelux 2003**, Germany, Switzerland, Austria, Hungary, Australia...)
Launch of product/services labelling first with retailer Monoprix ("Selected by the Gault&Millau Jury" label) then on a stand-alone basis (wine, gourmet food, food-centric travel and giftboxes...)
 - 2012** — **Global revamping of the print medias:** new Guide formats, modernized magazine look-and-feel
 - 2013** — **Relaunch of G&M's website**
 - 2013-15** — **Launch of Poland and Australia:** 2013, Australia Sydney, then Sydney+Melbourn
December 2014: G&M in Poland
 - 2015-16** — **Launch of Morocco, Japan, Canada:** End 2015: Marroco, spring 2016: Japan, Canada

Accelerating international growth:

- 18 Active countries (countries that have already published at least one guide):
France, Switzerland, Belgium, Holland, Luxembourg, Austria, Germany, Poland, Hungary, Australia, Canada, Morocco, Japan, Russia, Georgia, Croatia, Romania, Israel
- Activating countries (Signed and with planned launch Fall 2018):
French and Dutch Antilles, Maldives, Slovenia, Portugal, West Africa (Ghana, Togo, Ivory Coast, Benin, Nigeria, Cameroon, Gabon)
- In the process of being signed with an objective of publication in 2018:
Italy, UK, Spain, India, UAE ...



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Gault&Millau Belux



GAULT&MILLAU : PEOPLE MAKE THE DIFFERENCE

THE GROWING MANAGEMENT TEAM

- Marc Declerck, Managing Director
 - Jaak Proesmans, Managing Director
 - Frank Cops, Director of Operations
 - Dries Tack, Business Development Director
 - Sven Van Coillie, Marketing & Client Services Manager
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- 2 shareholders: Justin Onclin and Marc Declerck
 - The governing board (including André Van Hecke)

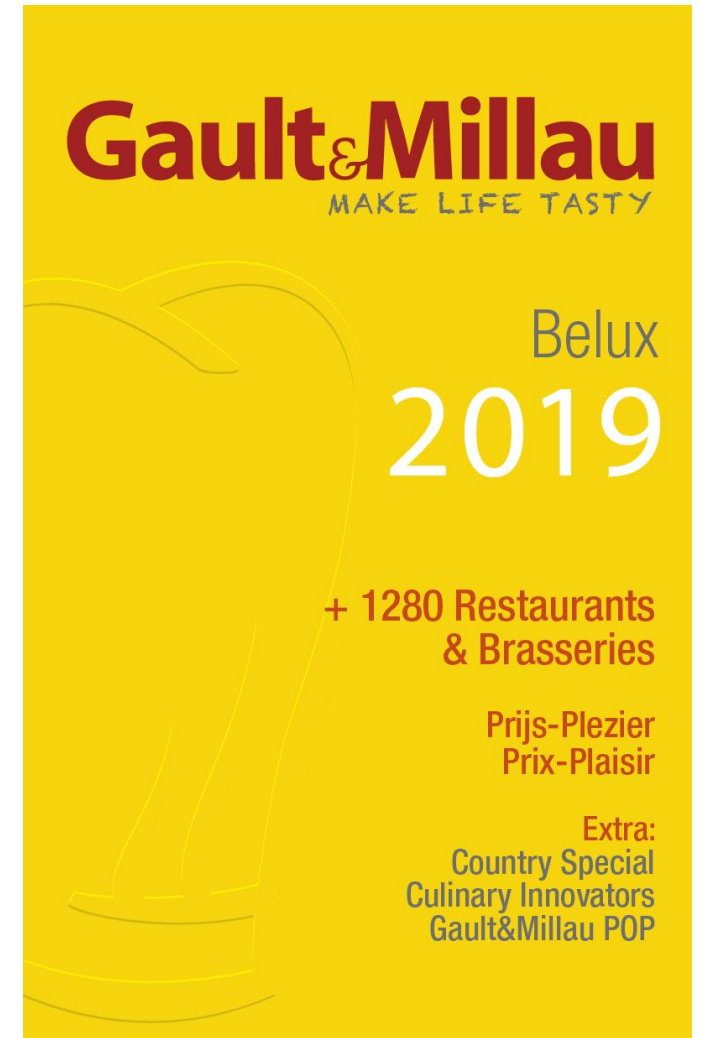
THE INVISIBLE PART OF THE ICEBERG

Strong professional redaction and review team completed by 30 inspectors well divided over Flanders, Brussels and Wallonia



GAULT&MILLAU Restaurant Guide 2019

- Leading gastronomic guide in Belux
- Expert quotation of more than 1250 top restaurants
- From well-known luxury venues to surprising local gems
- 650 pages
- New restaurant category as from 2018: 'POP'
- Copies sold : 30.000 including all top chefs & teams
- Reach : 150.000 readers / users
- Edition 2019 will be launched 5 November 2018 with exclusive event





2004 - 2018 :
15 JAAR AAN DE TOP MET
19.5/20!



2004 - 2018 :
15 ANS AU SOMMET AVEC
19.5/20!

30 jaar Hof van Cleve &
15 jaar met onze topscore

30 ans pour le Hof van Cleve
& 15 ans au firmament du
guide

Proficiat
Peter & Lieve Goossens –
Hof van Cleve

2004	Peter Goossens Hof van Cleve
2005	Krist De Bruyn Bistro Novo
2006	Vincent Gardinal Hostellerie Le Saint-Géry
2007	Lionel Rigolet Comme chez Soi
2008	Danny Horseele 't Molentje
2009	Viki Geunes 't Zilte
2010	Roger Van Damme Lunch- Lounge Het Gebaar
2011	Christophe Hardiquet Bon-Bon
2012	Bart De Pooter Pastorale
2013	Kobe Desramaulits In de Wulf
2014	Arabelle Meirlaen Arabelle Meirlaen
2015	Filip Claeys De Jonkman
2016	Sang-Hoon Degeimbre L'air du temps
2017	Tim Boury Boury
2018	Eric Fernez d'Eugénie à Émilie



Vlaanderen

2004	Gert De Mangeleer (Hertog Jan) Laurent Folmer (Couvert Couvert) Jurgen Gaens (Eetboetiek Jürgen) Wim Schoofs (Auberge du pêcheur)
2005	Viki Geunes ('t Zilte) Lesley De Vlieger (Terborgh) Alex Hanbuckers (De Herborist) Frank Treunen (JER) Benoit Dewitte (Table d'Hôte Benoît Dewitte) -
2006	Peter Coucquyt Kasteel Withof
2007	Tim Meuleneire & Wouter Van Tichelen De Koopvaardij
2008	Kobe Desramauts In de Wulf
2009	Filip Claeys De Jonkman
2010	Thierry Theys Nuance
2011	Kwinten De Paepe Trente
2012	Dimitri Lysens Magis
2013	Matthieu Beudaert Table d'Amis
2014	Tim Boury Boury
2015	Michaël Vrijmoed Vrijmoed
2016	Marcelo Ballardín OAK
2017	Maarten Bouckaert Castor
2018	Jo Grootaers Altermezzo



Bruxelles - Brussel

Christophe Hardiquet Bon-Bon	Samuel Blanc (Host. Lafarque) Sang-Hoon Degeimbre (L'air du temps) Christophe Lambert (La Villa Romaine) Laurent Martin (La Frairie) Christophe Poard (Château d'Hassonville)
Robert Van Landeghem & Daniel Anthuna Restaurant Michel	Frédéric Salpetier (l'Héliport) Michel Reutenauer (Devos) Marc Volkaerts (l'Amandier) Benoit van den Branden (Cuisinémot) - Frédéric César (Or Saison)
Christian Baby Youbi Resource	Arabelle Meirlaen Li Cwerneu
Dimitri Marit Jacques Marit	Christophe Pauly Le Coq aux Champs
Stéphane Lefèvre Bistrot du Mail	Eddy Mertes La Régalade
David Martin La Paix	Lisa Calcus Gribaumonts
Damien Vanderhoeven Le Coriandre	Clément Petitjean Grappe d'Or
Gaëtan Colin Jaloe	Maxime Collard La Table de Maxime
Thomas Locus Bistro Margaux	Pierre Massin Chai Gourmand
Alexandre Dionisio Alexandre	Benoit Neusy L'Impératif
Nicolas Scheidt La Buvette	Stéphanie Thunus Au Gré du Vent
Damien Bouchery Bouchéry	Fabrizio Chirico Le Délice du Jour
Maxime Colin Villa Lorraine - Le Gastronomique	Cédric Delsaut Bienvenue Chez Vous
Mélanie Englebin Cécila	Thomas Troupin La Menuiserie
Kenzo Nakata Gramm	Ludovic Vanackere Atelier de Bossimé



Wallonie

[Click here to discover the Pictures event 2017](#)

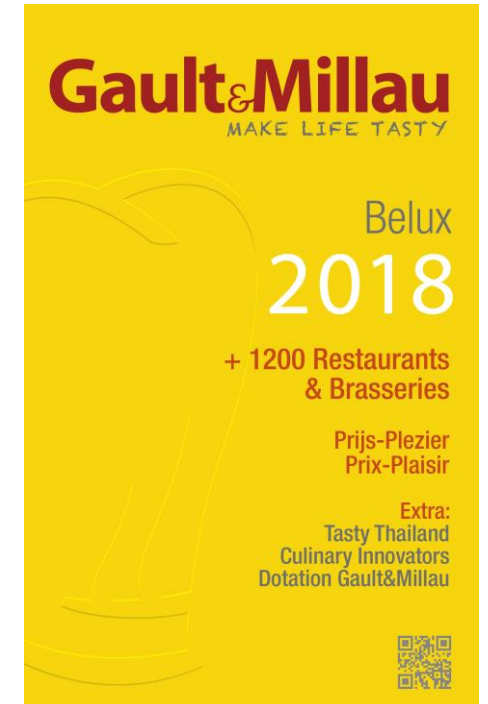
[Click here to discover the After Movie 2017](#)

Launch event new guide 2019 – 5 November 2018



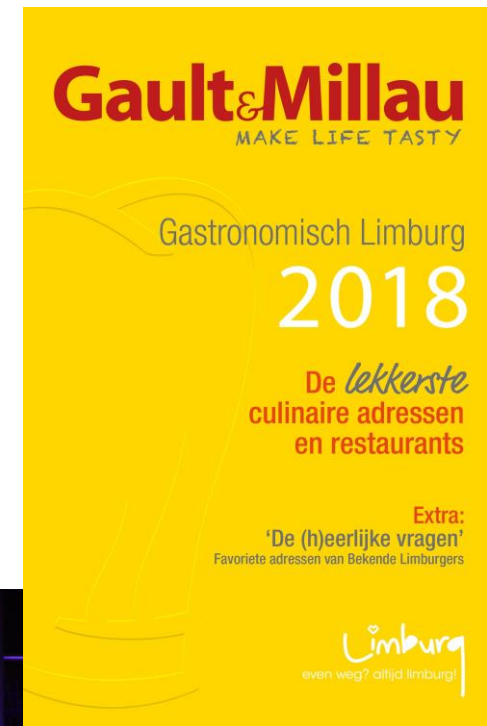
GAULT&MILLAU Restaurant Guide: *Special Country Guides*

- Each year, Gault&Millau hosts a special country in the guide
- In 2018, Gault&Millau honoured Thailand and its gastronomy with a "Tasty Thailand" special edition. Previous years: Italy & Japan
- Written by some of Belgium's most renowned food & luxury travel experts and available on the Gault&Millau website as well
- Country special Guide 2019 will be announced soon



GAULT&MILLAU Restaurant Guide: *Special Region Guides*

- Gault&Millau also launches special region guides, such as the “Gastronomisch Limburg Guide” in 2018
- Best addresses from that region (restaurants, wine shops, gourmet markets, etc.)
- Completed with online communication and big launch event



Restaurant Website & Free application

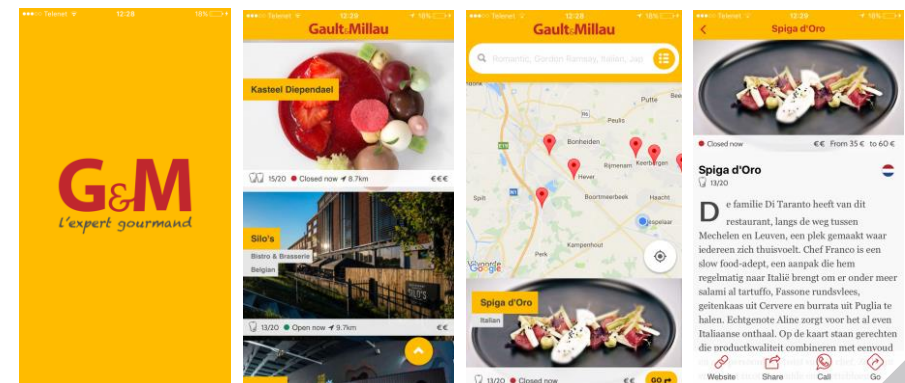
Website www.gaultmillau.be

- One of the leading restaurant websites in Belgium
- New & international website was launched in 2016
- All information from the guide, free of charge
- Over 40k pageviews each month
- Content hub for the gastronomy industry



Free application for smartphone & tablets

- Leading restaurant app in Belgium
- Great search modules
- All information from the guide, free of charge



Gault&Millau The Netherlands

- New management team (including Belux team) as from 2018
- New guide will be launched in December 2018
- New website (available summer 2018)



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Gault&Millau Belux: our other projects



A) CULINARY INNOVATORS

- Culinary Innovators brings together chefs, suppliers, government and other stakeholders and provides access to an **outstanding network, and professional think tank and a powerful communication tool around innovation and culinary development.**
- **Culinary Innovators awards:** rewards for the most innovating companies, persons and other stakeholders within the industry. 8 categories: Education, Institution or Service, Events, Product , Promotion/Marketing, Sustainability, Restaurant Philosophy and The Innovator or Entrepreneur of the year

[Click here to discover the Awards Pictures Album 2017](#)

[Click here to discover the Awards After Movie 2017](#)



Gault & Millau

NESPRESSO

CULINARY INNOVATORS

CULINARY INNOVATORS AWARDS 28 May 2018

Culinary Innovators Awards Winners 2018

<i>Education</i>	Bord van morgen
<i>Institution or Service</i>	NorthSeaChefs
<i>Events</i>	Food Paradise Day
<i>Product</i>	Disposables.bio
<i>Promotion/Marketing</i>	Callebaut Ruby
<i>Sustainability</i>	Eatmosphere
<i>Restaurant Philosophy</i>	La Distillerie (René Mathieu)
<i>Digital</i>	Foodpairing
<i>The Entrepreneur of the Year</i>	Luc De Laet



CULINARY INNOVATORS AWARDS 2018

Education: bord van morgen

- TV and newspaper series with a look ahead to the future and our daily food.
- Scientists, entrepreneurs and top chefs
- The Dutch Wageningen University & Research created the six-course menu of the future
- Not science fiction, but a solidly substantiated research



CULINARY INNOVATORS AWARDS 2018

Institution or Service: NorthSeaChefs

An impressive year for the NorthSeaChefs!

- The expansion to the Netherlands
- Many new chefs in the organisation
- They continue their quest to work with the best fish and seafood out of the North Sea
- A new plastic control project, which was also shown at their booth at the innovators event at the end of May



CULINARY INNOVATORS AWARDS 2018

The Entrepreneur of the Year: Luc De Laet

- A true entrepreneur with a profound love for the best meat
- His business are flourishing, he continues to expand and even opens a larger factory to meet the demand
- Own products: Secreto n° 7, known throughout Europe and can be found in many top businesses, an own gin brand, special pâtés and tartar creations
- A restaurant at Tommorowland



CULINARY INNOVATORS AWARDS 2018

Promotion/Marketing: Callebaut Ruby

- The most extraordinary chocolate accompaniment of the past 80 years: a completely new chocolate taste and color, born from the Ruby cocoa bean and without the addition of dyes or fruit flavors
- And what a marketing campaign: collaborations with chocolatiers, a teasing campaign around Easter, a strong online presence, and a highly visible campaign with chefs including Sergio Herman
- This story went around the world to China and so Callebaut is once again ensuring that Belgium maintains its status as a chocolate country



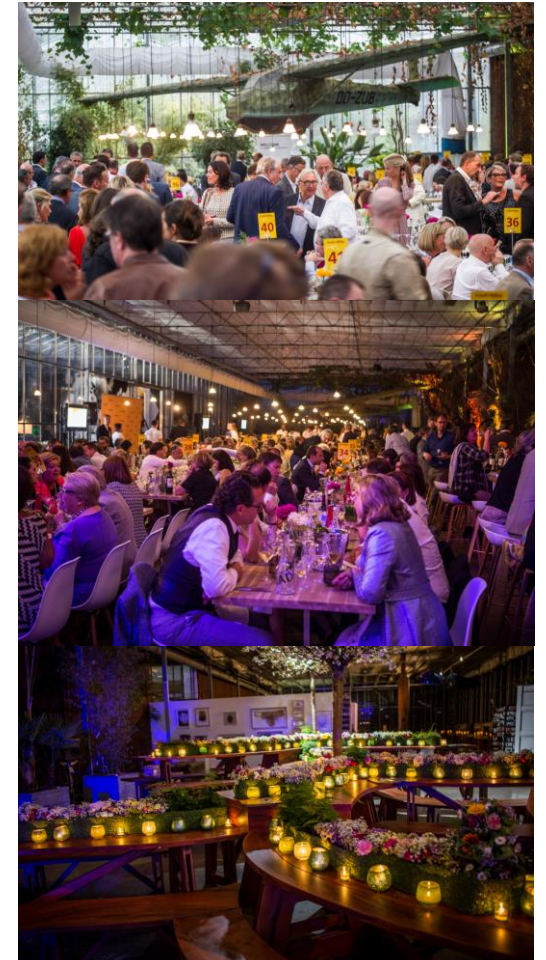
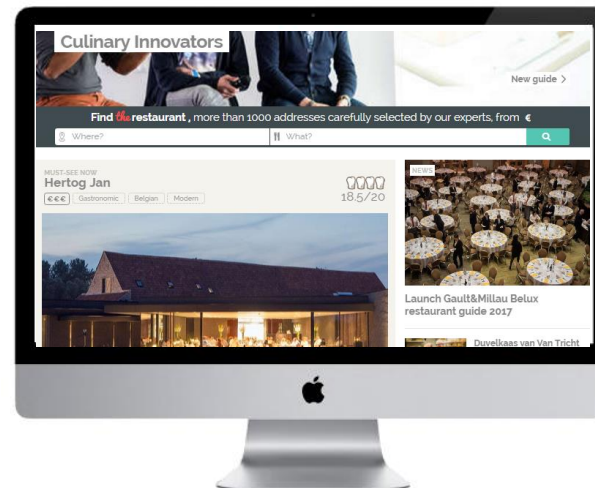
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NESPRESSO

CULINARY INNOVATORS

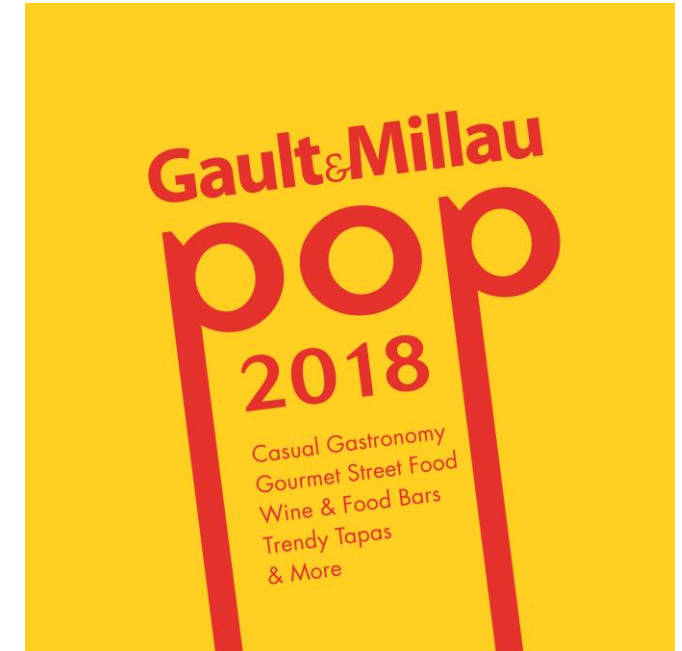
A) CULINARY INNOVATORS

- **Several high-end events** are organised during the year, with innovative guest chefs and speakers.
- Every year is concluded with a unique **Culinary Innovators Awards show**, our flagship event with some of the world's best chefs and speakers
- **Online inspiration platform** www.culinaryinnovators.com



B) POP Project Gault&Millau

- A new selection of trendy and easy-going concept restaurants and bars to enjoy great food
- Selection online (<https://be.gaultmillau.com/collections/pop>) and best of in Gault&Millau Belux guide
- Top of POP selection
- POP of the year awards in each province
- POP events





C) Project Catering 'Grote Keuken / Grande Cuisine'

- An initiative originated on the request of the professional organisations within the world of **professional catering and institutional kitchens**
- By launching a **new magazine and organizing networking events**, Gault&Millau wants to give the sector the attention it deserves
- **Catering awards:** each year several companies, institutions and chefs within the sector are awarded for their special efforts.
5 awards: Customer relations / Corporate Social Responsibility / Nutritional aspects / Innovation and originality / Waste Management
- Online content platform: www.grotekeukens.be – www.grandecuisine.be



D) Consultancy & Product evaluation + development

- Neuhaus boxes
 - First project: 'chocolates paired with single malt whiskies'
 - 2018: 'coffee and chocolate box'
 - New boxes launched the coming years
- Tomorrowland consultancy:
 - Inspections of the food stands + awards of the best festival food



D) Consultancy & Product evaluation + development

- Collectivity kitchens
 - Consultant for catering companies
 - Consultant in event catering BEA Awards Jury 2018



- Other confidential projects within the culinary industry

D) Consultancy & Product evaluation + development

- World Premiere 2018/2019: Cooperation with top football team RSCA Anderlecht
 - A team of experienced Gault&Millau inspectors will be present at each football game to evaluate the meals of the new hospitality formulas (from catering to top gastronomy)
 - Gault&Millau will contribute in creating an interesting, high-level and varied food offers throughout the season
 - Special focus on Belgian chefs and top quality products

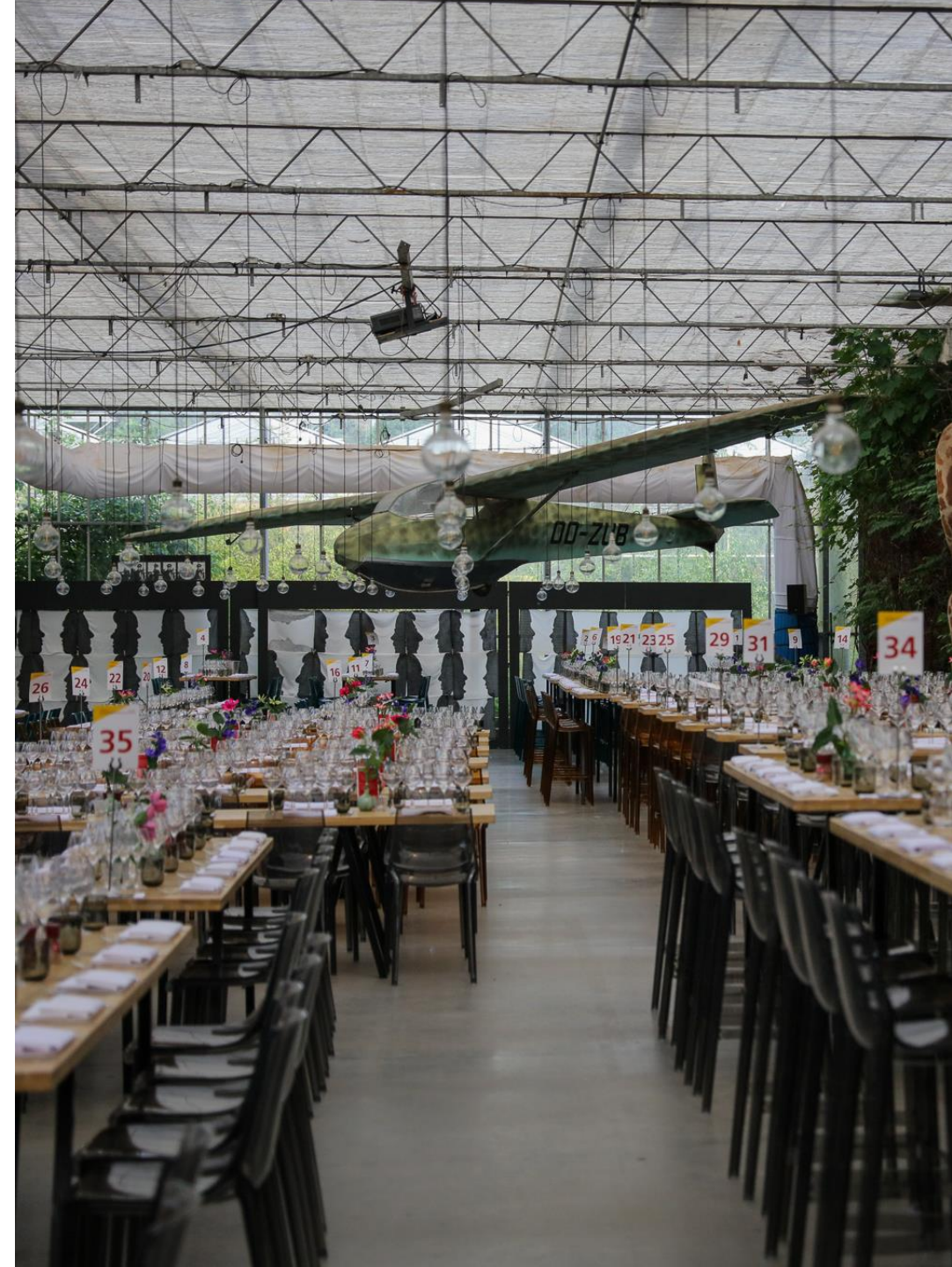


4

TRENDS IN GASTRONOMY

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“How Innovation
drives the Chef Of
the Future”



“How Innovation drives the Chef Of the Future”

- Innovate with the past:
Back to a pure and product-focused kitchen
- The importance of ‘dining experience’
- The return of the ‘classy brasserie’
- Gourmet fast food
- Internationalisation of the kitchens
- The importance of the artisans & local products
- The importance of healthier & more sustainable food



“How Innovation drives the Chef Of the Future”

- Innovate by using the best of the past:
Back to a pure and product-focused kitchen

→ *Seppie Nobels*
Restaurant Graanmarkt 13, Antwerp



“How Innovation drives the Chef Of the Future”

- The importance of ‘dining experience’
→ *Nick Bril & Sergio Herman*
The Jane, Antwerp



“How Innovation drives the Chef Of the Future”

- The return of the ‘classy brasserie’
 - *Danny Vanderschueren & Danny De Landtsheer*
Brasserie Silo’s, Boortmeerbeek



“How Innovation drives the Chef Of the Future”

- Gourmet Fast Food (Cfr our POP project)

→ *Wurst (Jeroen Meus), Frites Atelier (Sergio Herman), Ellis Gourmet Burger*



“How Innovation drives the Chef Of the Future”

- Internationalisation of the kitchens

→ *Dimitri Proost*
DIM Antwerp



“How Innovation drives the Chef Of the Future”

- The importance of the artisans & local products
 - *Cheeses Van Tricht, bakeries, ...*
 - *Gault&Millau Guide Chocolatier / Patisserie*



“How Innovation drives the Chef Of the Future”

- The importance of healthier & more sustainable food

→ *Sang-Hoon Degeimbre*
L'air du Temps

→ *Gault&Millau 'Vegetable Restaurant of the Year award'*





Gault & Millau
MAKE LIFE TASTY

Thank You!

