

bon fond

SAVEURS ET SAVOIR-FAIRE

2018 MEDIA KIT





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THE YEARLONG JOURNEY OF
TWO CHEFS, ÉRIC AND LISE, TO SHARE
FRENCH SUSTAINABLE FARMING TECHNIQUES
AND FRENCH SAVOIR-FAIRE.

WHAT WE WILL SEE

- > The diversity and richness of French produce and gastronomy
- > The rewards and benefits of organic farming and winemaking
- > Sustainable artisanal skills: baking, butchery, fishing, cheesemaking, smoking, preserving, and animal husbandry
- > The best of local farmers markets, regional cuisines, and specialty boutiques

WHY IS THIS PROJECT IMPORTANT ?

- > Preserve and document the cultural heritage of the French Gastronomic Meal
 - > Raise awareness of agricultural production, distribution, and consumption
 - > Highlight and contribute to the anti-food waste movement
 - > Stress the vital role of local farmers and small to mid-sized farms
 - > Understand how traditional techniques are combined with modern advancements
 - > Give hope for the future by offering resources for alternative lifestyle choices
-

bon fond has a few meanings for us:

TO BE GOOD AT HEART *A colloquial term meaning someone is a good soul.*

GOOD STOCK *Delicious bouillon made with farm-fresh ingredients.*

SOLID BASE *A sturdy house needs a strong foundation*

or – in our language – a great sauce needs a good stock.





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**A HANDS-ON, CLOSE-UP LOOK
INTO ICONIC, ARTISANAL FRENCH
FOOD PRODUCTION, ORGANIC FARMING,
AND SUSTAINABLE LIVING.**

HOW WE WILL SHARE

- > Website: blog posts containing videos and photos and recipes using local produce, recipes using local produce, and a directory of producers we've visited across the country
- > Newsletters: recaps of past weeks and a hint at future visits
- > Social Media: daily interaction with photographs and video stories
- > Print: book with recipes and stories from our travels

DID YOU KNOW?

- > About 5.6% of all world food exports are French products
- > More than half the surface of the French territory is dedicated to agriculture
- > There are 53% fewer farms in France today than there were 30 years ago
- > Women make up $\frac{1}{3}$ of all agricultural workers and $\frac{1}{4}$ of all farm owners in France
- > French farmers earn an average of 1250€ per month;
 $\frac{1}{3}$ make less than 350€ per month;
the typical annual revenue earned by French farmers is about 15,000€.

*A new generation of highly educated young French farmers
with a strong desire to instill change is growing –
73% have received formal education, 28% are women, and
30% are from professions outside of farming.*



PHOTO BY JESSE MORGAN



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ABOUT LISE KVAN

Growing up all over the world, Lise learned early in life that food is an international common language – we all share the integral human desire to laugh, love, and eat together.

Her family's Danish background in agriculture instilled an eternal appreciation for farmers, local ingredients, their talents and the hard work that goes into making artisanal products.

Gay Beery at A. Pimento Catering in Charlottesville, Virginia, showed Lise that cooking with local and organic ingredients, prepared simply and shared with great joy, was her calling. At the age of 15, Lise started cooking in professional kitchens and worked her way up the ranks while studying. After graduating from the University of Virginia and Sciences Po, she realised that sitting behind a desk was not her destiny and took off to France to hone her culinary skills.

Upon graduation from Ferrandi, she worked at Astrance (***) Michelin and San Pellegrino Top 50 restaurant) and helped open Holybelly. (Say “hi” to Sarah and Nico!)

In 2014, Lise started teaching at La Cuisine Paris, a charming cooking school along the Seine, and where she and Eric fell in love.

ABOUT ÉRIC MONTÉLEON

Whether with family, friends or strangers, Eric's strongest memories always have a commonality: food! Not the kind that fills stomachs but the kind that brings people together, that nourishes one's soul.

When he was a little boy, he used to delight in tasting the bon fond of the pots that his mother used to cook in the small restaurant that belonged to his father's theatre. It was there that Eric discovered his love for cooking and trained at Ferrandi.

He brought his love for food and travel together, cultivating his knowledge in bourgeoisie and traditional regional gastronomy in France, in restaurants such as Le Kiosque, Le Carré des Feuillants (** Michelin) and Le Relais de la Poste (** Michelin), and worked in Washington D.C., Montreal and Sydney.

Cooks have a moral contract to share skills that we've learned and so, upon his return to France in 2012, Eric became a teacher at La Cuisine Paris. After dedicating the time to teach others, Eric found that he, too, wanted to learn again. The call to rediscover his country, its regions, specialties, traditions, and the men and women who are making a difference on a daily level began to ring stronger and stronger.



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