

March 2008

## **Wednesday 19 March 2008 – Avenance holds the regional final of its “Talk about desserts!” competition in Marseille, partnered by Cédric Léridon, pastry chef at the “Les Trois Forts” restaurant**

In 2008, Avenance – a major player in contract catering and a subsidiary of the Elixir Group – is organising another "Talk about..." competition for the fifth year running. After 4 years dedicated to soup recipes, this year the selected primary school children and seniors will work together to create a fruit-based dessert.

Desserts are the perfect concept for a culinary event involving both seniors and children, as they are visually appealing, tasty and easy to eat as well as being a favourite with everyone. They can also cover various themes such as fruit for this year's event.

The competition encompasses seven different regions in France, each partnered by a professional pastry chef. **Cédric Léridon**, pastry chef at the “Les Trois Forts” restaurant, is partnering the event in the Provence Alpes Côte d’Azur region.

### **REACHING OUT ACROSS GENERATIONS**

The competition began with residents in the retirement homes where Avenance Santé-Résidences provides catering services being invited to propose a fruit-based dessert recipe which they either grew up on or which their grandchildren love.

The Avenance chefs in each retirement home then prepared the proposed desserts and served them to the other residents who chose the best one. **Cédric Léridon** subsequently selected the ten best desserts and the creators of the recipes were invited to represent their retirement homes at a regional final.

At the same time, 9-to-10 year-old pupils from the primary schools whose meals are prepared by Avenance Enseignement were encouraged to draw a picture on the theme "Fruit – my hero". The winning artists were then invited to attend the regional final and spend the day with the seniors preparing their desserts.

**The Provence Alpes Côte d’Azur regional final will take place on Wednesday 19 March 2008 at the “Les Trois Forts” restaurant in the Sofitel Vieux Port Hotel, at 36 boulevard Charles Livon – 13007 Marseille.**

At the event, each child will be allocated a “grandparent for the day” who they will help in the kitchen to prepare the dessert. The three-person team made up of a child, a senior and an Avenance chef will then present their dessert to a jury comprising well-known people from the world of gastronomy.

In addition to the numerous prizes on offer, the idea behind this competition organised by Avenance Enseignement and Santé-Résidence is to create an opportunity for two different generations to meet and get to know one another.

### **About Avenance**

**Avenance Santé-Résidences**, the catering specialist in the Elior Group's Healthcare & Seniors sector, provides catering solutions for patients in healthcare institutions, disabled people, and seniors in both retirement homes and their own homes. It offers a range of different catering formats adapted to its guests' daily lives and healthcare requirements including the "Patient's itinerary" (*Itinéraire du patient*), the "Growing Old Gracefully Restaurant" (*Restaurant du bien vieillir*) and the "Easy-to-Eat" concept (*Faciles à manger*). In 2006-2007, Avenance Santé-Résidences served some 34 million meals in 600 establishments.

The Elior Group subsidiary **Avenance Enseignement** is the leading contract caterer in the Education sector in France, serving 725,000 meals each day in 4,000 restaurants. As well as serving school meals, Avenance Enseignement provides catering services for vacation and day-care facilities and for school trips, and also prepares and delivers meals to nurseries and to people in their own homes. Avenance draws on the experience and know-how of the Elior Group in terms of purchasing, food safety, culinary techniques and product innovation.

### **About Elior**

Further information is available at [www.elior.com](http://www.elior.com)

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