

QUALITY CHARTER “PAYS GOURMAND” (“GOURMET COUNTRY”)

Restaurant owners are ambassadors of our culinary culture. The Pays Gourmand label brings together restaurant owners who have a common desire to present to their customers products for which they will discover and enjoy the flavours of our region. Through this network, the restaurants commit to a genuine territorial quality approach and are committed to promoting local products and specialties, as well as enhance the local cuisine.

Operation Pays Gourmand aims to:

- Meet the expectations of customers in local dining and the discovery of local products at the best price / quality ratio.
- Value the culinary know-how of the region, the main agents are restaurant owners but also producers and artisans in the catering trade.
- Promote local agricultural and handicraft products, and encourage partnerships between producers and restaurant owners in the area.

Restaurants enrolled in the Pays Gourmand Label undertake to respect the following criteria:

Article 1: To be located in the Pays Gourmand region.

Only facilities located in the regions of Asses Vaire Verdon Var (A3V), the Community of Communes-Verdon Artuby, Serre-Ponçon Durance Ubaye (SUD) and the Digne region are entitled to the Pays Gourmand label.

All establishments providing catering services can be certified, under the conditions of compliance with all the criteria of this charter. Some cafés can also claim the label, according to particular criteria concerning their establishments.

Article 2: Offer a “Pays Gourmand” dish (or several dishes, depending on the region)

The establishment must be able to propose one or more "Pays Gourmand" dishes, mostly prepared with local products. Depending on the area in which the facility is located, the number of required courses may differ (see the specific provisions in Annex 1).

We mean by "local product" products whose production sites and manufacturing are located in the Pays Gourmand region (see section 3). The priority is therefore to choose agricultural, farm or artisanal products. Provision is also made for the products of personal vegetable gardens. The cutting of meat products is not considered a form of production or elaboration.

Also, take-away food outlets can offer Pays Gourmand sandwiches, prepared from local produce.

Drinks are also part of usable products. Pays Gourmand dishes offered by restaurants with the label can be accompanied by local beverages. However, drinks alone do not constitute a Pays Gourmand dish.

Cafés in the region that highlight at least 3 local drinks (syrup, fruit juice, beer ...) on

their menu will also be awarded the Pays Gourmand label.

The Pays Gourmand dishes and beverages must be served each day of the week, throughout the restaurant opening period. The Pays Gourmand dish (es) or daily menu (s) can change during the year or season. They must follow the seasonality of products.

Prices of Pays Gourmand dishes and daily menus must be affordable and should not exceed more than 20% of the price of other proposed menus or dishes.

The restaurant owner will focus, as far as possible, on the use of fresh and quality products.

Article 3: Sourcing locally

The area of local supply corresponds to the perimeter of the A3V region, the Community of Communes Artuby-Verdon, SUD and Dignois regions.

A tolerance of 20 km around this perimeter is granted for all products and is raised to 50 km on the supply of fruits and vegetables (see map in Appendix 2).

Specifically, a dish will be considered as “Pays Gourmand” if it is predominantly composed of products from the regions described above.

Article 4: To promote local products and producers

The establishment must mention the origin of local products used. In view of promoting these products, the restaurant and its staff must be able to inform customers about the origin of products, production sites, and possible outlets and visits.

Article 5: Promoting local food culture

Wherever possible, the restaurant is committed to highlight dishes that are part of the local culinary culture: dishes that use traditional know-how or traditional or current recipes, using local products. The “Pays Gourmand” Charter wishes to encourage culinary creation in the restaurants of the region.

Article 6: Promoting the “Pays Gourmand” network and the region

“Pays Gourmand” is a network that brings together restaurants included in the program, as well as producers and artisans of the region who supply their local products. The “Pays Gourmand” charter wants to promote and encourage these partnerships, through an animated “Pays Gourmand” network and through communication. Promotional tools will be available from the A3V region.

For its part, the restaurant is committed to promoting the “Pays Gourmand” label quality approach to customers. The “Pays Gourmand” label publicity must be visible from outside the restaurant. The dishes using local products must be listed within the menus.

In an effort to promote the area, the restaurant and its staff must be able to inform its customers as much as possible about the specifics of the region, including tourism.

Article 7: The Pays Gourmet, a global approach to quality

Beyond the use and promotion of local resources, the “Pays Gourmand” label is part of a global approach to quality.

The restaurant owner must therefore also ensure the quality of the establishment, not only for all the dishes, but also customer service:

- The restaurant owner and his staff must welcome their customers in a friendly and courteous manner.
- The establishment must comply with government regulations, including those relating to health and safety standards in accordance with the relevant departmental agencies.

Article 8: Get involved in the operation of the “Pays Gourmand” label

The restaurant owner must be involved for the proper functioning of the “Pays Gourmand” label

- Participating at least in the review meeting of the current season, which takes place at the end of the year.
- Discharging an annual financial contribution for the totality of the “Pays Gourmand” membership, according to the region concerned. The amount of this contribution is defined in the agreement.
- Attend at least one day of funded training offered by the “Pays Gourmand” label. The training proposals will be determined with the restaurant.

Article 9: Accept the approval period for the “Pays Gourmand” label

When entering as a new restaurant, a trial period of three months will be allocated for the restaurant to set up the “Pays Gourmand” menu and dishes and for communication purposes. During this period, a check will be carried out by local officials or a Pays Gourmand agent to ensure that all points of the Charter are respected.

After the test phase, a decision-making committee of local officials, a Pays Gourmand project officer and technicians of the region (minimum 4 people), will make a favorable or unfavorable opinion on the opportunity for this new restaurant to use the Pays Gourmand label. This review will be guided by a show of hands vote unanimously approved by the decision-making committee.

Article 10: Checks and withdrawal of the label

The restaurant owner undertakes to accept checks regardless of their form: random, anonymous - and the consequences they may cause: warning, and exclusion in the event of non-compliance with the Charter.

The decision-making committee reserves the right to exclude the restaurant for failure to adhere to the charter. Before excluding a restaurant, a written warning will be sent to the restaurant owner to highlight the missing points of compliance with the charter.

The name "Pays Gourmand" was filed with the INPI by the Asses, Verdon, Vaïre and Var region. The region is the guarantor of the brand and the quality charter. The labeling of establishments, the running of the Pays Gourmand network, as well as controls are the responsibility of the A3V Region and its partners.

Annex 1: Specific provisions to establishments in the area of the A3V Region and towns to Community of Comunes-Verdon Artuby.

The municipalities concerned:

Region Communes Region A3V Community of Communes Artuby Verdon

Article 2: Offer a Pays Gourmand menu or 3 Pays Gourmand dishes

The establishment must be able to offer - at minimum - a "Pays Gourmand" menu, that is to say, a menu composed of a starter, a main course and a dessert, or three Pays Gourmand dishes mostly prepared with local products.

On the menu:

Depending on the type of cuisine practiced in the establishment, the restaurant will offer the Pays Gourmand menu in the presentation of their choice:

- Starter: Local Charcuterie, entrée-based on salads or a typical local starter (mostly prepared with local produce).
- Main dish: hot or cold with local products
- Cheese and / or Dessert: All types of desserts prepared with local products or local cheeses.

Regarding the 3 Pays Gourmand dishes, the restaurant will offer dishes in the presentation of their choice: plateau, hot or cold dish ... These three minimum dishes can be 3 hearty meals or 2 starters and a main course or a starter, main course and a dessert. It is mandatory that at least one substantial dish is included in the three Pays Gourmand dishes offered.

The restaurant owner is of course free to propose other dishes or additional menus based on local products, as well as starters and desserts, or even daily menus.

Article 10: Monitoring and withdrawal of the label

The approval and label may be withdrawn at any time by decision of the A3V Region if it turns out that on the occasion of a control visit criteria of the Charter are clearly no longer observed by the member establishment. The restaurant owner undertakes to comply with the decision of A3V Region.

The A3V Region reserves the right to verify the provenance of the food products used in the Pays Gourmand dishes by asking the restaurant owner to produce receipts.

Appendix 2

Map