



CÔTE d'AZUR
FRANCE

A BRAND THAT'S BECOME A WHOLE COLLECTION



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ICONIC AND PROUD OF THEIR REGION, THE CÔTE D'AZUR FRANCE LICENSED COMPANIES USE THEIR TALENTS AND KNOWLEDGE TO PROMOTE THE CÔTE D'AZUR DESTINATION IN FRANCE AND ABROAD.

Initially launched in spring 2018, the CÔTE D'AZUR FRANCE collection quickly met with great success, with both businesses and the general public. Operated by the CRT Côte d'Azur France, this licensing programme has driven a virtuous dynamic by creating strong local public-private partnerships aimed at promoting the Côte d'Azur destination with and through its talents and creators.

From the outset, this initiative has attracted iconic companies and brands such as Fragonard, Galeries Lafayette, Nicolas Alziari, Confiserie Florian and Brasserie du Comté, and has been joined over time by new partners. Five years later, the CÔTE D'AZUR FRANCE collection proudly displays all the character and authenticity of our region.

The **elegance and lifestyle** of the Riviera are embodied by craftsmen and women with world-renowned know-how, such as the famous Grasse parfumeur **FRAGONARD**, as well as **VERRERIE DEBIOT**, which has raised its mastery of bubble glassmaking into an artform. Among Biot's glass artists, we should also mention the **CENTRE DU VERRE CONTEMPORAIN PIERINI**. And as for well-being, candles scented with the essences of Grasse from **AQUI D'AÏA**.

Next up, it's **time for some indulgence** with the famous confectioner **FLORIAN** and its irresistible sweets made from flowers and citrus fruits, **BISCUITERIE D'AZUR** and its crunchy Menton lemon biscuits, not forgetting **MAISON GANNAC**, a new partner, which is also putting Menton lemon in the spotlight by creating tangy gourmet recipes, cooked up using citrus fruits from its gardens. For those with sweet palates, we should also mention the artisanal chocolates with their Riviera flavours from **CHOCO MON AMOUR**.

The **celebration of taste** continues with a savoury flavour, courtesy of **HUILERIE SAINT-MICHEL** and its Menton lemon olive oil created with triple Michelin-starred chef Mauro Colagreco, not forgetting Nice olive oil (PDO) by **NICOLAS ALZIARI** and the prestigious menu of **PAVILLON TRAITEUR**.

Finally, CÔTE D'AZUR FRANCE products are there for you throughout the day with, early in the morning, pure organic arabica coffee with floral notes from the leader in organic, fair trade coffee **MALONGO** and, later on, an original recipe for organic Riviera beer subtly flavoured with lemon and bergamot, concocted by **BRASSERIE DU COMTE**. Prefer vine to hops? **DOMAINE DE LA SOURCE** has created a wine full of character, produced with passion on the hillsides exposed to the Riviera sun. A wonderful way to treat your taste buds to a true taste journey into the heart of the Côte d'Azur!

The "CÔTE D'AZUR FRANCE" product collection features visuals specially created by Nice artist **ERIC GARENCE**, whose illustrations reflect the elegant, timeless imagination of our destination.

We are delighted to present a whole Riviera lifestyle on the theme "CÔTE D'AZUR FRANCE, je sublime tout ce que je touche", available on www.cotedazurfrance.fr/boutique.

Alexandra BORCHIO FONTIMP, President of the Regional Tourism Board CÔTE D'AZUR FRANCE.

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THE CÔTE D'AZUR FRANCE BRAND AND ITS PARTNERS



CÔTE d'AZUR
FRANCE

THE CÔTE D'AZUR FRANCE BRAND

Launched in spring 2018 by the CÔTE d'AZUR FRANCE Regional Tourism Committee as part of its brand strategy, the «CÔTE d'AZUR FRANCE» licensing programme has brought together more than twenty partner brands since its launch and almost 200 references in the fields of fashion, jewellery, perfumery, luggage, decoration, arts and crafts and grocery shopping. The royalties received by CRT Côte d'Azur France, which runs the brand, contribute to the overall communication plan for the Côte d'Azur as a destination, creating a virtuous circle of promotion by companies and institutions.



COMITÉ RÉGIONAL DU TOURISME
CÔTE d'AZUR
FRANCE

THE CÔTE D'AZUR FRANCE TOURISM BOARD, Brand Manager for Côte d'Azur France

The CÔTE D'AZUR FRANCE Tourism Board (CRT) is the official institutional body in charge of steering the promotional strategy for the CÔTE d'AZUR FRANCE as a destination to the national market as well as foreign markets. Made up of three operational marketing centres (*Offer Marketing, Content & Digital Marketing and Sales Marketing*), The CÔTE D'AZUR FRANCE Tourism Board (CRT) carries out around a hundred promotional activities each year in France and abroad. The CÔTE D'AZUR FRANCE Tourism Board (CRT) works in close collaboration with all tourism stakeholders, whether institutional or professional, as part of a regional marketing approach for the benefit of the entire region. As manager of the CÔTE d'AZUR FRANCE brand, the CRT is also in charge of developing the regional brand strategy, as well as its licensing programme.

www.marque-cotedazurfrance.com - #CotedAzurFrance @VisitCotedAzur @ProCotedAzur



arboresens

ARBORESENS, Licensing Agent for the Côte d'Azur France Brand

Arboresens is an independent French agency, a leader since 2011 in supporting the French Republic institutions and regions, in defining their brand extension strategy and the development of derivative products. The agency specialises in creating brand worlds, collaborations and co-branding, licensing programmes, partnerships, online and physical retail experiences. Arboresens has become a leader in managing the intangible heritage of some of the most iconic French brands: Elysée - Presidency of the Republic, Air and Space Force, City of Paris, National Museum of Natural History.

www.arboresens.fr



VICTORIA LICENSING & MARKETING, Licensing Agent for the Côte d'Azur France & By Côte d'Azur Brand in Italy

An Italian consulting company specialising in the areas of licensing and strategic marketing, it offers a consulting and support service to define and implement an adequate protection and development strategy for the brand, identify potential partners, initiate negotiations and supervise marketing activities during the launch of licensed products. Eleonora Schiavoni, CEO of the company, and her team manage major licensing and merchandising projects for prestigious brands, and work with the best national and international companies in the Italian and European markets.

www.victorialicensing.it

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THE CÔTE D'AZUR FRANCE CO-BRANDING AND LICENSING STRATEGY IN A FEW WORDS

TWO CÔTE D'AZUR FRANCE BRANDS HAVE BEEN DEPLOYED, depending on the origin of the references being marketed:

To improve the collective promotion of the CÔTE d'AZUR FRANCE destination while optimising institutional and private promotional budgets, an innovative regional marketing strategy has been implemented by CRT Côte d'Azur France since 2018 to bring together brands, companies and chains that best represent and embody the iconic values of the Côte d'Azur around the CÔTE d'AZUR FRANCE brands.

Through its licensing agent ARBORESENS in charge of deploying the brand, CRT Côte d'Azur France offers local, national and international companies and brands the use of the **CÔTE d'AZUR FRANCE** and **BY CÔTE D'AZUR** brands, as well as its graphic charter to develop and market official derivative products. In return for this use, the partners pay royalties on the amount of turnover generated by the sale of these products or services.

Since 2022, this approach has been exported to Italy with the support of **VICTORIA LICENSING & MARKETING**, a partner of ARBORESENS, to deploy the brand within Italian territory.

THE CÔTE D'AZUR FRANCE GRAPHIC CHARTER

A brand expression tool that transcribes and disseminates its positioning, the CÔTE D'AZUR FRANCE graphic charter translates as follows:

THE COLOURS: they play a major role in our brand world. A destination symbolised by light, rich colours, vegetation, markets... The CÔTE d'AZUR FRANCE brand shines through its flexible colour palettes, to be used with an eye for aesthetics and harmonies (blue, ochres, mauves, green).

GRAPHIC DESIGNS: they go to the heart of the brand spirit, graphically translate the atmosphere and allow us to reinterpret and modernise the Côte d'Azur of our imagination: timeless, creative, inspired. They also express its character and diversity, adapting to all themes: sport, nature, innovation, art, design, fashion, etc.

THE ILLUSTRATIONS for the charter were created by an artist-illustrator from Nice, **Eric GARENCE**, renowned for his creations of Riviera-inspired posters. Lemons, mimosas, palm trees, parasols, swimming pools, sailboats, olive trees and Riviera architecture... It's up to each individual to decorate, dress and recreate the world of the product to be marketed under the **Côte d'Azur France, je sublime tout ce que je touche**® and **By Côte d'Azur**® brands. This graphic world will be further expanded in 2023 with three new illustrations on themes representative of the Côte d'Azur (lemons, olive trees and fields of flowers).



« **CÔTE D'AZUR FRANCE, je sublime tout ce que je touche**® »

is the main brand and byword for "made in France". It promotes the know-how of local companies and concept of "made in France".



« **By Côte d'Azur**® »

is the Riviera-inspired brand applied to products not produced in France.



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THE CÔTE D'AZUR FRANCE BRAND 2018-2023: REVIEW AND WHAT'S NEW

HISTORY

- **July 2017:** Registration with the INPI of the two figurative brands according to their use «CÔTE D'AZUR FRANCE, Je sublime tout ce que je touche» and «By CÔTE D'AZUR».
- **April 2018:** Launch in Paris of the very first CÔTE d'AZUR FRANCE COLLECTION, bringing together 12 companies under licensing or co-branding contracts for nearly a hundred available product references. Creation of the e-store www.boutique-cotedazurfrance.fr.
- **April 2019:** Launch in Paris of the second CÔTE d'AZUR FRANCE COLLECTION with 16 companies under licensing or co-branding contracts and 100 available product references. New Riviera companies joining the programme: SoccaChips® x SoccApéro®, Nicolas Alziari, Au Pays du Citron and Choco Mon Amour.
- **June 2019:** Creation of a first Côte d'Azur France pop-up store: from 17 to 30 June 2019 at Cap 3000.
- **June 2020:** Launch of the third CÔTE d'AZUR FRANCE COLLECTION with two new licensed brands: Brasserie du Comté and La Biscuiterie d'Azur. Expansion of the delicatessen range. Deployment of references among Côte d'Azur motorway service area stores.
- **December 2020:** The CÔTE d'AZUR FRANCE Collection makes its entrance into the Christmas catalogue of Salon Made in France.
- **July 2021:** Launch of the fourth CÔTE d'AZUR FRANCE Collection: two new iconic brands from the Côte d'Azur join the licensing programme: Malongo and Verrerie de Biot. Expansion of the collection with new product references offered by Confiserie Florian, the chocolatier Choco Mon Amour, jewellery store La Plaia, Pierini Verre Contemporain.
- **June 2022:** Recruitment of a licensing agent in Italy to extend and develop the licensing and co-branding programme on the Italian market.
- **Autumn 2023:** 3 new brands of the Côte d'Azur join the licensing programme: Maison Gannac, Domaine de la Source and Aqvi d'Aïa.

THE CÔTE D'AZUR FRANCE LICENSING PROGRAMME IN FIGURES:



PARTNERS 2023:

FRAGONARD, AQUI D'AÏA, CENTRE DU VERRE CONTEMPORAIN PIERINI, VERRERIE DE BIOT, ERIC GARENCE, MALONGO, BRASSERIE DU COMTE, DOMAINE DE LA SOURCE, NICOLAS ALZIARI, HUILERIE SAINT-MICHEL, MAISON GANNAC, CONFISERIE FLORIAN, CHOCO MON AMOUR, BISCUITERIE D'AZUR, PAVILLON TRAITEUR.

WHAT'S NEW AND COLLECTION HIGHLIGHTS:

Strengthening the licensing programme with three new licensing collaborations:

MENTON LEMON CELEBRATED BY MAISON GANNAC

Exclusively for the CÔTE d'AZUR FRANCE brand, Maison Gannac has created two boxes that highlight Menton Lemon PGI with 3 products in each box. Maison Gannac produces 25 tonnes of fruit each year, including the famous Menton lemon, which is available in freshly tangy gourmet creations in these boxes. Creamy spread, lemon bergamot jam, Menton lemon jam or limoncello ... give in to temptation!

A WINE FULL OF RIVIERA SUN BY DOMAINE DE LA SOURCE

Domaine de la Source has developed a Côte d'Azur France table wine, young with an assertive character. Like the entire vineyard, this wine is created without pesticides or chemical fertilisers, to guarantee 100% organic cultivation and artisanal production. For 3 generations, thanks to its 7 hectares of vines, Domaine de la Source has taken part in the conservation of Nice's heritage, history and wines.

CANDLES WITH THE FRAGRANCE OF GRASSE BY AQUI D'AÏA

Specialising in well-travelled natural cosmetics, Aquí d'Aïa, based in Haut Var, has been designing products created from local ingredients for 25 years. Labelled "Grasse Expertise", the company has designed a range of Côte d'Azur France candles with the scents of the iconic flowers of Pays de Grasse, with a decorative tuberose candle and a box of candles with the scents of rose, jasmine, orange tree blossom and mimosa.

THE COLLECTION IS GROWING, THE BRANDS DIVERSIFYING

For 2023, Choco Mon Amour has created a new "Côte d'Azur landscape" chocolate bar engraved with a hilltop village. Available in dark or milk chocolate versions, this bar conveys an image that's both iconic and delicious of the Côte d'Azur. This chocolate creation was launched for the Easter holidays.

A Côte d'Azur France licensed company since 2021, Malongo was founded in Nice in 1934 and today stands out as the French leader for organic and fair trade coffees. The brand offers CÔTE d'AZUR FRANCE pure organic, fair trade Arabica ground coffee, with delicate floral and citrus notes, paying homage to the famous bitter orange trees of the Côte d'Azur. Coming soon: coffee available in bean form.

The perfumer Fragonard continues to develop its range of CÔTE d'AZUR France skincare and perfume products created using Côte d'Azur essences. A hand cream will be launched soon.

A COMPLETE REDESIGN OF THE PACKAGING FOR THE CÔTE D'AZUR ÉPICERIE FINE RANGE

The entire Épicerie Fine collection has been visually redesigned and all packaging will now be available with new illustrations of Riviera landscapes, created by Eric Garence. The collection now has a graphic unity that reflects the destination: authentic, timeless and elegant.



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THE CÔTE D'AZUR FRANCE PARTNER COMPANIES

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Fragonard
PARFUMEUR

P11 NEW

AQUI D'AÏA

P12

CENTRE DU VERRE CONTEMPORAIN

P13

La Verrerie
de Biot

P14

ERIC GARENCE

P15

Malongo

P16



P17 NEW

DOMAINE DE
la Source

P18


NICOLAS ALZIARI

P19

Huilerie
St Michel
Depuis 1896

P20 NEW

MAISON
GANNAC
Agrumiculteurs à Menton

P21

FLORIAN
CONFISERIE & CHOCOLATERIE
Faiseur de douceurs depuis 1921

P22

choco
Mon Amour

P23


Biscuiterie
d'Azur
Fabrique artisanale

P24

PAVILLON
TRAITEUR



THE BRAND: FRAGONARD

A FAMILY STORY. Founded in 1926, Fragonard is one of the oldest perfumeries in Grasse. Its choice of the name of the famous painter originally from Grasse, Jean-Honoré Fragonard, is a tribute to the town of Grasse and the refined arts of the 18th century. This choice also marks the desire of founder Eugène Fuchs to carry out his business while respecting tradition.

The spirit of the company has been faithfully maintained by the following 3 generations, who infused the brand with a cultural dimension. Today, the Fragonard perfumery has 22 shops in France, 3 Perfume museums in Paris and 3 museums in Grasse (the Provençal Costume and Jewellery Museum, the Jean-Honoré Fragonard Museum, and the Perfume Museum).

Today, it's the founder's great-granddaughters, Anne, Agnès and Françoise Costa, who carry on this wonderful family story and manage the company's future. From a renowned perfumer, Fragonard has diversified by launching a lifestyle line for the home. With Provence and the Riviera at its core, Maison Fragonard shares in all its home, fashion, decoration and perfume collections, the wonderful lifestyle of the Côte d'Azur. The Costa sisters present a refined identity in their collections, inspired by distant journeys or Riviera getaways.

In 2018, the know-how linked to perfume in Pays de Grasse was listed as UNESCO Intangible Cultural Heritage, an award bringing together cultivation of the perfume plant, knowledge of natural raw materials and their transformation, and the art of composing perfumes.



THE CÔTE D'AZUR FRANCE RANGE

Maison Fragonard has always shared a strong bond with the fragrances of the Côte d'Azur. From the sea spray along the shores of the Mediterranean to the flowery hills of the upper and middle hinterland, everything is a source of inspiration for creating scents in the great French tradition. Naturally, Fragonard pays tribute to the iconic flowers of Grasse in its creations, such as jasmine, rose and mimosa. Cultivated in Grasse since the 16th century, jasmine is an iconic flower of the Riviera that can be found in CÔTE d'AZUR FRANCE eau de toilette. In this range, you'll also find a mimosa-scented soap and even an indoor rose fragrance diffuser. A hand cream will soon complete the range.

// In 2018, the Grasse region was listed as UNESCO Intangible Heritage, an accolade that says a lot about the symbolism of perfume. At Fragonard, we promote the sunny, joyful, generous side of the Côte d'Azur. Our company represents much more than an experience of the Côte d'Azur, which is why Fragonard is an ambassador for the CÔTE d'AZUR FRANCE brand. We have created an exclusive range of scented products in tribute to our beautiful region. //

Agnès WEBSTER – President and CEO of PARFUMERIE FRAGONARD



NEW

AQUI D'AÏA

AQUI D'AÏA, NATURAL COSMETICS TO LOOK AFTER YOURSELF

THE BRAND: AQUI D'AÏA

LIKE AN INVITATION TO TRAVEL, IN THE HEART OF THE CÔTE D'AZUR. AQUI D'AÏA – an expression which means “from here and elsewhere” – is a brand of natural cosmetics, with the perfumes of Grasse.

Solid and liquid soaps, balms and other cosmetics, our creations are designed as promises focused on promoting beauty and making everyday care more responsible. Aqui d'Aïa is keen to create products that restore the Riviera lifestyle while respecting its region and partner producers. Deeply rooted in ancient French know-how and using quality ingredients, the products highlight an approach that's both sensory and aesthetic.

Located in Haut Var, between sea and mountains, vineyards and fields of flowers, Aqui d'Aïa draws on 25 years of know-how intimately tied to aromatic plants and natural perfumes. The factory develops expertise and strives to find traceable, local ingredients.

Suppliers are carefully chosen and share similar values - Beauty, Well-being, Naturalness, Responsibility - as well as a common passion for the treasures of the Riviera region. Our partners are part of a tradition and ecological, local, responsible charter which is as essential as the quality of the products on offer.

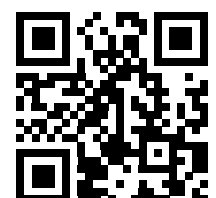


THE CÔTE D'AZUR FRANCE RANGE

Labelled “Grasse Expertise”, Aqui d'Aïa selects local ingredients from historic suppliers, promoting short circuits and neighbouring partners. With its range of CÔTE d'AZUR FRANCE candles, the company promotes the iconic flowers of the Riviera with a decorative tuberose candle and a box of small candles with Grasse fragrances: rose, jasmine, orange blossom and mimosa. All packaged in the colours of the Côte d'Azur with 4 pillar values: the sun, generosity, responsibility and naturalness.

// After several years in the Luxury industry and internationally, we have chosen to invest in historically recognised know-how and local production by favouring short circuits, all within an eco-friendly culture. Our products are carefully hand-crafted, highlighting the riches of our beautiful region, between land and sea. //

Karine and Frédéric, managers of AQUI D'AÏA



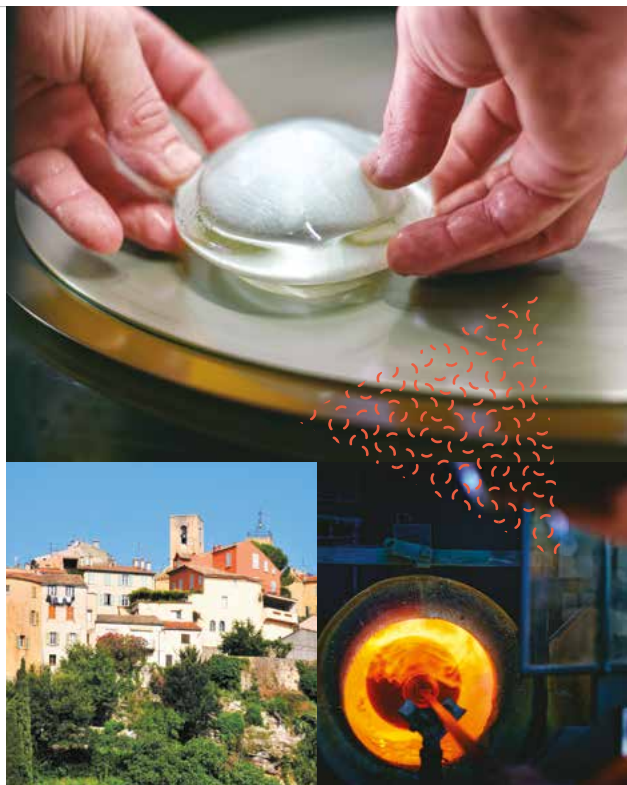
CENTRE DU VERRE CONTEMPORAIN PIERINI, THE EXPERTISE OF A MASTER GLASS MAKER FROM BIOT

THE BRAND: CENTRE DU VERRE CONTEMPORAIN PIERINI

A FAMILY PASSION AND AN ART PASSED DOWN FROM FATHER TO SON. Antoine Pierini, son of glass artist Robert Pierini, today continues the family legacy. A true enthusiast, he is totally devoted to glass, such a fascinating material, and has given a new lease of life to his place of creativity and exhibition. This heritage is that of cane-blown glass, brought back to prominence in 1980 by Robert Pierini. From 1990, then aged 10, Antoine Pierini began to master the material. Attracted and captivated by his father's work, he began to use the cane, mallet and shears.

Located in a 15th-century oil mill, Centre d'Art du Verre Contemporain Pierini can boast an exceptional setting, where the historical and artistic heritage of Biot combines harmoniously. It's here, in this building built from the stones of the ancient fortress of Biot, that the works of Antoine Pierini are created and contemporary glassblower-sculptor artists exhibit their work.

The Centre aims to promote the work of world-renowned glass design artists, as well as exchange and renew the techniques and knowledge of glass art. The site brings together an international community of creators and students who explore the use of glass in art and design. Creation, experimentation and sharing are at the heart of the philosophy of the Centre du Verre Contemporain Pierini.



THE CÔTE D'AZUR FRANCE RANGE

Inspired by the Côte d'Azur, Antoine Pierini has designed an exclusive collection of cane-sculpted glass pebbles which come in different sizes (small, medium or large version), finishes (diamond, honeycomb, hammered, mottled, spotted, smooth) and several colours. These exclusive pieces of art are available individually or in sets of three.

// I'm lucky to have been born on the Côte d'Azur, where the infinite mountain landscapes opening onto the immense blue of the sea is an inexhaustible source of inspiration. Influenced by my mother who is an ecological activist, I am, however, aware of the fragility of this ephemeral beauty. I like to stage my works in the great outdoors, where they seem to have grown like improbable, colourful fruits. You can find rock in the raw dimensions of my pieces, which readily embrace driftwood, roots and stone. //

Antoine PIERINI – Owner and master glassmaker at
CENTRE DU VERRE CONTEMPORAIN PIERINI





THE BRAND: LA VERRERIE DE BIOT

INITIALLY A LOVE STORY, THEN A FAMILY STORY. Working with glass, embroidering molten material and telling the story of tomorrow through the handicrafts of days gone by is a question of poetry: beautiful, fiery and definitely from the Mediterranean. Since 1956, La Verrerie de Biot has been a story of passion, heritage and tradition under the Riviera sun in the village of Biot. A medieval jewel overlooking the Côte d'Azur, Biot is an essential stopover in the intimate south, rooted in history and always at the forefront of creativity.

Beauty is born from knowledge and expertise, but also from experimentation. The brand's signature was born from impurity: the bubble. This unintentional moment in the history of glassmaking is now welcomed and magnified by master glassmakers to create bubbled glass. Since then, La Verrerie de Biot has maintained this iconoclastic tradition and offers its creations without restrictions on form or colour.

Inspired by the nuances of the Mediterranean, the creations of La Verrerie de Biot have become a lifestyle choice, bringing joy to moments of sharing. A clear stance: that of the elegance of everyday objects which carry within them stories big and small, and which exist to help us tell them.



THE CÔTE D'AZUR FRANCE RANGE

A celebration of tableware! If within the Côte d'Azur, dining is an art, the challenge here is to provide the necessary material. Exclusively for the CÔTE d'AZUR FRANCE brand, a set in bubbled, hand-blown glass has been designed and developed by La Verrerie de Biot. This set consists of a pitcher and glasses exclusively revisited for the CÔTE d'AZUR FRANCE collection, combining bubbled effect and transparency with slivers of azure blue sky, so iconic of the Côte d'Azur. A Christmas bauble completes this colourful collection.

// Combining the CÔTE d'AZUR FRANCE and La Verrerie de Biot brands makes sense. The identity of our brand and our company is intrinsically linked to the Côte d'Azur, which is in our DNA and influences our shapes, colours and creations. //

Anne LECHACZYNSKI – Manager of LA VERRERIE DE BIOT





ERIC GARENCE BRINGS OUT THE BEST OF THE CÔTE D'AZUR THROUGH HIS POSTERS

THE PARTNER : ERIC GARENCE

WELCOME TO THE CÔTE D'AZUR FRANCE POSTER! Eric Garence is a contemporary illustrator and visual artist born in Nice in 1980. After starting his career in Paris, the illustrator returned to the Nice region in 2016, where he created his own publishing company and designed a series of posters with a contemporary look.

In 2017, the CÔTE D'AZUR FRANCE brand noticed his illustrations and placed its first orders. The enthusiasm of the general public, other brands and regions for his posters was immediate, which allowed him to increase his exhibitions and orders both in France and abroad. Appointed ambassador of the "CÔTE D'AZUR FRANCE" brand, he designed the illustrations appearing on more than 160 of the brand's products.

Passionate about art and new technologies, his inspiration comes from poster artists and advertisers from the beginning of the last century such as Roger Broders and Savignac, as well as from the group of new realists like Arman, Raymond Hains or Yves Klein.



THE COTE D'AZUR IN POSTERS!

Choose a decorative touch made in the Côte d'Azur! The Route du Mimosa, the Estérel and Route des Calanques, Grasse Capital of Perfume, Old Nice, Cannes, Antibes Juan-les-Pins, Menton the Lemon Capital, Saint-Tropez or maybe the beaches of the Côte d'Azur... Through these models, the original posters created by Côte d'Azur illustrator Eric Garence decorate your home with sunshine, elegance and the soul of the CÔTE d'AZUR FRANCE.

// One day, I wanted to draw what photography didn't let me achieve: a blue horizon with a sailboat in the right place, a town without electric poles... Then I refined my technique by adding only the details so characteristic of the place. Today, only emotions interest me, and I seek to bring out the best of a location in a single image. I only draw what I know, which is why all my personal production essentially revolves around the Côte d'Azur! When I work on commission, I attach great importance to knowing the history of the place and feeling the emotions it gives off before transcribing them in my own way. The brands and regions that come to see me buy a drawing, but they leave with a piece of their story told by an artist. //

Eric GARENCE

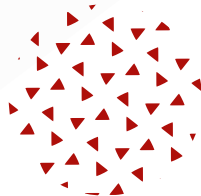
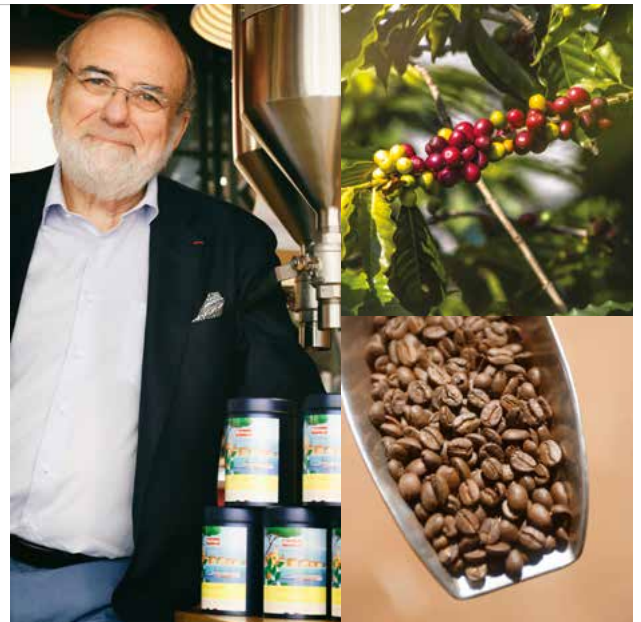




MALONGO, A CÔTE D'AZUR FRANCE COFFEE THAT'S ORGANIC AND FAIR TRADE

THE BRAND: MALONGO

QUALITY, FROM PLANTATION TO CUP. Founded in Nice in 1934, Malongo is today the leader in organic, fair trade coffees; roasted the old-fashioned way, using a traditional method that respects the aromas. Committed to quality, ethics and innovation, the company supports the development of cooperatives and leads projects that help improve the living conditions of farming communities around the world. To limit its impact, Malongo packages its ground coffee in metal boxes that preserve both the product and the environment.



THE CÔTE D'AZUR FRANCE RANGE

Mixing nature and tradition, the Côte d'Azur awakens the senses just like Malongo coffees, born in the region, whose headquarters are located in Carros. Internationally renowned, the CÔTE d'AZUR FRANCE calls to mind an elegant, timeless image where wonder is ever-present. That's why the Nice coffee roaster was interested in the idea of creating a tailor-made coffee for this unique destination. It all starts with the taste! This pure organic, fair trade Arabica coffee pays homage to the flavours of bitter orange trees, also called Seville orange trees, so iconic of the destination. For this special edition, Malongo has developed a tailor-made blend of several origins from fair trade and organic farming, two commitments rooted in the brand's DNA. It promises lovers of fine beverages an ethical, gourmet tasting thanks to this tangy coffee with its notes of citrus and flowers. The blue iron box, infinitely recyclable, protects the flavours of this round, full-bodied coffee which stands out for its beautiful finish. Coming soon: Côte d'Azur France coffee beans.

// We're delighted with this collaboration with the CÔTE d'AZUR FRANCE brand and very proud of our local roots! The Côte d'Azur lifestyle incorporates a wide range of local know-how, as well as a true cultural and gastronomic heritage ... like our coffees which come from all over the world, which we roast the old-fashioned way to rediscover every day and with every cup the quality of these exceptional beverages. And all with passion, because coffee is a gourmet product, a blend of flavours, an invitation to travel and human adventures. This dimension is what we value in our approach, favouring great coffee from fair trade and organic farming. //

Jean-Pierre BLANC – Managing Director of MALONGO





LA BRASSERIE DU COMTÉ, AN ORGANIC, LIGHT AND FRUITY BEER WITH FLAVOURS OF THE CÔTE D'AZUR

THE BRAND: LA BRASSERIE DU COMTÉ

PROUDLY ROOTED IN THE CÔTE D'AZUR'S HIGH COUNTRY. Brasserie du Comté is one of the oldest local organic artisanal breweries in the Alpes-Maritimes. Created in 2012 in Saint-Martin-Vésubie, it proudly claims its local roots in the mountain region of the Mercantour.

Strongly attached to their heritage, passionate about brewing and lucky enough to benefit from natural spring water (an essential element for making beer), the Brasserie du Comté team highlights all these resources, offering quality craft beers with a unique taste. The beers are made in the tradition of artisan brewers. Unlike most industrial beers, they are neither filtered nor sterilised, so that beer lovers can appreciate all their aromas when tasting.

The Brasserie du Comté team asserts its Nice and its Riviera identity with an unmistakable attraction for the mountains, nature, outdoor sports, the culinary and cultural traditions of the County of Nice, as well as organic production. We obviously find these values in their slogan: "The best beers are those we share with friends!". New products will complete the CÔTE d'AZUR FRANCE range in 2024.



THE CÔTE D'AZUR FRANCE PRODUCT

Produced in a limited edition, BIÈRE DU COMTÉ X CÔTE d'AZUR FRANCE is a light and fruity organic white beer with lemon and bergamot. It's ideal to enjoy down by the water to appreciate the wonderful lifestyle of the Côte d'Azur, a region full of emotions, the perfect mix of authenticity and creativity.

// Bearing the image of our region, proudly defending its culture and riches, is already part of the nature of Brasserie du Comté. In joining the CÔTE d'AZUR FRANCE brand, the challenge is to continue this philosophy, and we intend to proudly defend the character of our region and contribute to its national and international influence. So we have developed an original recipe based on white beer – light and fruity – harmoniously flavoured with lemon and bergamot, all brewed using only organic ingredients. Discover the flavour of the Côte d'Azur in a bottle! //

Edwards DILLY, Associate Managing Director of BRASSERIE DU COMTÉ.



NEW

DOMAINE DE

la Source

**DOMAINE DE LA SOURCE,
WINES PACKED FULL OF
CÔTE D'AZUR SUN**

THE BRAND: DOMAINE DE LA SOURCE

VINEYARDS THAT LIE BETWEEN SEA AND MOUNTAINS. Ten minutes from the Baie des Anges, nestled in the hills above Nice, Domaine de la Source enjoys a special setting between sea and mountains, which makes the Riviera region so unique. For 3 generations, Domaine de la Source has passionately reflected the family spirit which helps conserve Nice's heritage, history and wines. This family operation has just 7 hectares of vines, making it one of the smallest vineyards in France. From its limited size, the estate draws all its richness and rarity.

Spread over the westernmost slope of the Bellet appellation, the vineyard plots of Domaine de la Source enjoy plenty of sunshine and a temperate climate, with the Mediterranean as its horizon to the south and the Mercantour to the north. The grapes from the vine-growing plots ripen throughout the year on hillsides bathed in the Riviera sun, which gives this southern wine all its character.

The Estate stands out for its traditional know-how, fused with an unrivalled love for the vines, which gives rise to some great organic wines. The unique grape varieties, Rolle for white, Braquet for rosé and Folle Noire and Grenache for red, reflect the features and character of these rare wines, which have benefited from the AOC "Vin de Bellet" since 1941. White, rosé or red, all Domaine de la Source wines are produced using organic farming and embody the balance and elegance so indicative of this unique "terroir" between sea and mountains.



THE CÔTE D'AZUR FRANCE RANGE

A new company licensed in 2023, Domaine de la Source has created a CÔTE D'AZUR FRANCE table wine that's young with an assertive character. Like the entire vineyard, this wine is grown without pesticides or chemical fertilisers, to guarantee 100% organic cultivation while respecting the environment and craft production. The CÔTE d'AZUR FRANCE vintage stands out for its 95% Folle Noire and 5% Braquet grape variety. Ruby red, its nose is spicy and delicious, its mouth fruity with a beautiful balance. It's an ideal wine to drink as an aperitif or to accompany red meat, cheese and spicy dishes. Ready to drink straight away, it can be kept for 3 to 5 years.

// This partnership, which highlights our know-how, our profession as winegrowers and our heritage, demonstrates that there is quality wine on the Côte d'Azur, and helps us promote it. The CÔTE D'AZUR FRANCE brand represents our region and our products in an active, quality way, and it's an honour to be part of this licensing programme promoting local know-how. //

Carine DALMASSO, Manager of DOMAINE DE LA SOURCE





NICOLAS ALZIARI

NICOLAS ALZIARI, TOP QUALITY OLIVE OIL SINCE 1868

THE BRAND: NICOLAS ALZIARI

AN EXCEPTIONAL PRODUCER FOUNDED IN 1868, Maison Nicolas Alziari produces "grand cru" olive oils, AOP Nice oils and oils grown organically. Both a producer with an estate of more than 60 hectares on the Côte d'Azur, a miller with two olive oil mills as well as an olive confectioner, Maison Nicolas Alziari has kept its ancestral know-how alive to produce and select unique varieties since 1868. This dual expertise of producer and miller results in high standards in terms of quality.

Bought in the 1990s by the Piot family, Maison Alziari is today the largest producer in the region (in the number of olive trees exploited) with work carried out all year round, mainly by hand in terraces, so typical of the Riviera landscape. Despite its success, the company remains a small family structure of around twenty people whose priority is the quality of its products and satisfaction of its customers.

Maison Nicolas Alziari markets its products for direct sale in the shop adjoining the historic mill in the Madeleine district of Nice (the last stone mill in Nice), as well as in the shop in Vieux-Nice since 1936 and online. Its products are also distributed in the finest delicatessens in France and around thirty countries internationally.



THE CÔTE D'AZUR FRANCE RANGE

All the excellence of the two specialities of the estate are brought together in an exclusive box: the CÔTE D'AZUR FRANCE Pack. It's an opportunity to discover, savour and offer loved ones a jar of Cailletier variety olives, along with a can of Nice AOP olive oil obtained from this same variety in a pack that brings together all the flavours of this fruit. This small pack is practical for carrying and putting in your luggage when returning from a stay on the Côte d'Azur.

// By partnering with CÔTE D'AZUR FRANCE, Alziari is expressing its deep attachment to the Côte d'Azur and its desire to promote the values and authenticity of this iconic region. This collaboration represents a unique opportunity for Maison Alziari to share its centuries-old heritage and unique know-how with a wider audience, while strengthening its identity rooted in Provençal tradition. //

Vincent PIOT – Deputy Director of NICOLAS ALZIARI





HUILERIE SAINT-MICHEL, THE TASTE OF TRADITION, THE CREATIVITY OF THE GREAT CHEFS

THE BRAND: HUILERIE SAINT-MICHEL

PASSION AND LOVE. Founded in 1896 in Menton, on the shores of the Mediterranean, the Saint-Michel oil factory is a family business which for four generations has perpetuated its know-how and high standards, allowing it to offer its customers the best that olive oil can offer. With real passion, Karim Djekar and his wife continue this work daily, a real quest for new creations and flavours, perpetually searching for these new tastes which can both surprise and give pleasure. With love, they cultivate and skilfully blend authenticity and tradition in their know-how.

The most talented chefs work with Huilerie Saint-Michel, starting with Mauro Colagrecò, three-star chef at the Mirazur restaurant in Menton; Patrick Raingeard, starred chef at La Table de Patrick Raingeard – Hôtel du Cap Estel***** in Eze; Marcel Ravin, executive chef at the Monte-Carlo Bay Hotel & Resort and starred chef at the Blue Bay restaurant; the Tourteaux brothers from Flaveur in Nice (2*); Antonio Salvatore, Michelin-starred chef at Rampoldi in Monaco, and many others...

The perfumed oils offered by Huilerie Saint-Michel come from rigorously selected fresh plants macerated in sweet extra-virgin olive oil, with no additives or preservatives. The extraction technique allows the subtle flavours of the plants to be extracted while preserving the richness of the olive oil. Partner producers select the best varieties of plants, picked according to the changing seasons to best preserve their taste and freshness and so release all their aromas.



THE CÔTE D'AZUR FRANCE RANGE

Huilerie Saint-Michel has combined the unique flavours of its extra-virgin olive oil with Menton PGI lemon for a Côte d'Azur France culinary creation designed and prepared in collaboration with Mauro Colagrecò, three-starred chef from Restaurant Mirazur in Menton, voted best restaurant in the world in 2019 and 2020. Packaged in a 500 ml carafe, 50 ml miniature or 250 ml can, this oil offers a unique marriage of flavours to discover for dishes bathed in CÔTE d'AZUR FRANCE sun.

// Olive oil is an integral part of the gastronomy of our wonderful destination. Collaborating with the CÔTE d'AZUR FRANCE brand means firstly respecting the land where the olive trees grow, supporting the farmers from our region and highlighting our know-how which promotes authenticity and passion for the land. Through this collaboration, it was essential that we convey the love we put into promoting this unique marriage of flavours from our beautiful region. //

Karim DJEKAR – Manager of HUILERIE SAINT-MICHEL



NEW



MAISON GANNAC, MENTON LEMON IN ITS DNA!

THE BRAND: MAISON GANNAC

MAKING THE MOST OF THE LAND, GETTING THE BEST FROM IT. It's an understatement to say that for the Gannacs, passion is passed down from father to son. Laurent Gannac arrived in Menton in 1988 and found his little piece of paradise on the Côte d'Azur: facing the Mediterranean, up in the heights of Menton. A landscape gardener, he created Domaine Gannac; an extraordinary garden where he combined exotic plants, flowers and exceptional citrus fruits. And one citrus fruit in particular: Menton Lemon PGI.

Laurent Gannac planted his first lemon tree in 1991, the year his son Adrien was born. It was just as important that lemon became part of his DNA and for him to follow in his father's footsteps. With 25 tonnes of fruit produced each year (orange, Meyer, yuzu, Menton lemon, etc.), together they represent the leaders in Menton citrus growing. Laurent in his orchards, where he grows organically and maintains 850 trees, including 400 in production, and Adrien in the processing workshop, where he develops the delicatessen range.

In 2015, Menton lemon obtained the precious European PGI (Protected Geographical Indication) label, which promotes local production and know-how. Citrus fruit benefits from Menton's microclimate, which gives it a sweet taste, intense aromas and moderate acidity. Maison Gannac has 7 orchards, one of which can be visited: Domaine Gannac. Backing onto this orchard is a nursery like no other where Laurent maintains around thirty varieties of citrus fruits. And in the middle of the Estate, a small cabin where jams, limoncello, olive oils and other delicacies are on sale and just waiting to be tasted.

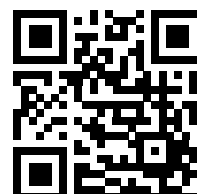


THE CÔTE D'AZUR FRANCE RANGE

For the CÔTE D'AZUR FRANCE brand, Maison Gannac has created two boxes featuring Côte d'Azur illustrations, made up of three products that highlight Menton lemon. What will be your favourite product? Spread, so creamy, jams or limoncello? You choose!

// Citrus fruits offer immense processing potential. With cream we promote albedo, a little-used yet very noble citrus material, especially in Menton lemon. Limoncello is prepared with the zest of the fruit loaded with essential oils. In jams, it's the fresh fruit we use, while it's dehydrated in spread. Nothing is wasted, everything is processed in the citrus fruits of the Côte d'Azur! //

Adrien GANNAC – Chairman and CEO of MAISON GANNAC



THE BRAND: CONFISERIE FLORIAN

100 YEARS OF GOURMET TRADITION. Confiserie Florian is above all a century of wonderful history, know-how, traditional and family values in the service of a product of true excellence. Since 1921, Confiserie Florian, based at the Port of Nice and in the Gorges du Loup, has specialised in the delicate processing of fruit and flowers from Pays de Grasse (rose, jasmine, violet) into delicious treats that have been delighting the taste buds of gourmets for generations.

At the heart of this outstanding site, the know-how of Confiserie Florian has been passed down and improved. Here, between the Gorges du Loup torrent and the mountains of the hinterland, the golden fruits of the Côte d’Azur are transformed into delicacies. These candied fruits are always a feast for the eye and the palate of the greatest gourmets. In the Grasse region, roses, processed and transformed in the workshops of Confiserie Florian, also have their own input. And so, mixed with candy sugar and bathed for twelve hours in candy syrup, the petals of the Tango rose are transformed to produce delicious crystallised flowers.

The products are sold directly on the sites of the artisanal factories in Nice and Pont-du-Loup, as well as in shops located in Gourdon, Grasse and the Gorges du Loup with “La Boutique du Chocolat”, a 100% chocolate shop with exclusive products.



THE CÔTE D’AZUR FRANCE RANGE

Candied flowers (rose, violet and jasmine), citrus jams (bitter orange, mandarin and 3 citrus fruits), candied clementines, calissons and chocolate olives ... the CÔTE d’AZUR FRANCE line stands out for its finesse for sweets and treats as delicate as they are sunny. To mark its centenary in 2021, Confiserie Florian launched a two-tone bar “Duo of citrus chocolates from the Côte d’Azur”, an exclusive reference under the CÔTE d’AZUR FRANCE brand combining for the first time dark chocolate with orange peel and milk chocolate with lemon peel.

// For 4 generations, Confiserie Florian has used and processed fruits and flowers from Pays de Grasse and the Côte d’Azur into confectionery products. Very attached to the values of the region, we’re proud to offer a range of our specialities under the CÔTE d’AZUR FRANCE brand which is, for us, recognition of the quality of our products. //

Frédéric FUCHS – Chairman and CEO of CONFISERIE FLORIAN





ARTISAN CHOCOLATIER
DE BELLET-NICE

CHOCO MON AMOUR, THE DELICACY AND SUBTLETY OF ARTISANAL CHOCOLATE

THE BRAND: CHOCO MON AMOUR

A COUPLE WITH A SHARED PASSION FOR CHOCOLATE AND THE CÔTE D'AZUR. Choco Mon Amour was born from the passion of a couple who wanted to share their know-how and flourish in the magical world of chocolate! Located on the famous Bellet hills, this Nice chocolate factory has all the charm of a local workshop where you can taste an authentic piece of artisanal chocolate combined with regional flavours.

The son of a pastry chef, Xenophon Kitsas grew up in an environment designed for tasting pleasures and enjoys reinventing traditional recipes by designing creations with unexpected pairings! In his quest for taste, he wants to help others discover the pleasures of real artisanal chocolate and only works with 72% cocoa chocolate combined with superior quality ingredients. Won over by her husband's passion, Sara Kitsas brings extra enthusiasm and works on the aesthetics of these products, so rich in local flavours.

Founded in 2014, the Choco Mon Amour chocolate factory has a strong attachment to the Côte d'Azur. The quality of its chocolate and initiative to create recipes based on Côte d'Azur specialities have helped it successfully establish itself in the hills of Bellet, and even inaugurate its new workshop-boutique in early 2023.



THE CÔTE D'AZUR FRANCE RANGE

Enjoy the Côte d'Azur with unique boxes full of Riviera flavours! Yours to discover: original recipes where the generous, intense taste of chocolate combines with local flavours such as green lérina from the Lérins islands, orange wine, limoncello with Menton lemons or even Pastis from Nice.

In 2022, a range of mendiants with orange, lemon and citron peels bursting with Mediterranean sunshine expanded the range. In 2023, the workshop is consolidating its collaboration with the CÔTE d'AZUR FRANCE brand by launching a new chocolate reference: a chocolate bar, available in dark or milk chocolate version, engraved with a famous Riviera landscape.

// With CRT Côte d'Azur France, we wanted to offer a Choco Mon Amour creation that could further promote our beautiful destination. What's wonderful about this job is being able to combine the delicacy of chocolate with aesthetic pleasure. This is precisely what we want to highlight in creating this chocolate with its Riviera landscape. //

Sara & Xenophon KITSAS – Managers of CHOCO MON AMOUR





BISCUITERIE D'AZUR, CRUNCHY, PURE SWEET TREATS FROM THE CÔTE D'AZUR !

THE BRAND: "LA BISCUITERIE D'AZUR"

ARTISANAL EXPERTISE TO GUARANTEE FRESHNESS AND FLAVOUR. Located in Châteauneuf de Grasse in the Alpes-Maritimes, Biscuiterie d'Azur is one of the rare factories where the notion of craftsmanship is elevated to a matter of principle. For more than 20 years, its workers have combined their experience and love of the Côte d'Azur to offer their customers quality products and the very best of service. From preparing the dough to packaging the products, everything is done by hand in the workshop on a human scale. The production department prioritises quality. Storage never exceeds more than 7 days. The small Riviera factory offers canistrelli, almond biscuits, crown and navette biscuits with Mediterranean flavours (aniseed, almond, orange blossom, lemon...) prepared with love and the greatest respect for tradition.



THE CÔTE D'AZUR FRANCE RANGE

Delicious treats with the flavours of the Côte d'Azur... Decorated by Riviera artist Eric Garence in the colours of the CÔTE d'AZUR FRANCE brand, the elegant metal box contains succulent crunchy palet biscuits delicately scented with lemon and made in the heart of the Côte d'Azur. From preparing the dough to shaping the product, and finally packaging, everything is done by hand using artisanal know-how, to guarantee authenticity, freshness and flavour.

// We're delighted to work with the CÔTE d'AZUR FRANCE brand for several reasons. First of all, this brand embodies the spirit and charm of the beautiful Côte d'Azur region. By working together, we're able to highlight and promote the culinary heritage of this iconic region. //

Clementina BENTO – Manager of BISCUITERIE D'AZUR





PAVILLON TRAITEUR, A FAMILY STORY FOR A WARM WELCOME AND FLAVOURS OF THE CÔTE D'AZUR FRANCE

THE BRAND: PAVILLON TRAITEUR

LOVERS OF FRENCH TRADITIONS AND LOCAL PRODUCE. Since the end of the 1930s, the Lavergne family has been successfully operating in the hospitality and gastronomy professions. It all began in 1929 in Paris, with the opening of a brasserie by the great-grandparents of Virginie and Fabrice Lavergne, great lovers of French traditions. Four generations of bakers, restaurateurs and caterers followed one another between Paris and the Côte d'Azur.

Riviera gastronomy is fully part of the company's DNA, managed today by Fabrice Lavergne. A fervent defender of the diversity of flavours of French cuisine and the benefits of balanced consumption, the CEO of Pavillon Traiteur promotes the use of raw materials from production and breeding that respects the environment and local lands.

The fundamental values of the company? Creative, refined cuisine combined with quality service. With a production laboratory of more than 2000sqm located in Mouans-Sartoux and artisanal production with no industrial machines, Pavillon Traiteur today caters for the most prestigious receptions on the Côte d'Azur.



THE CÔTE D'AZUR FRANCE MENU

Mozzarella bar event, revisited salad Niçoise, fillet of beef, pressed potatoes and seasonal vegetables, vanilla choux prepared like a plated cake... Pavillon Traiteur and the CÔTE d'AZUR FRANCE brand are joining forces to present a catering offer imbued with the rich cultural and culinary heritage of the region. This menu brings out the best of local products and shares with its customers a passion for southern cuisine.

// More than anything, I'm from the Riviera and very proud to live in this great setting, where since the late 1930s, my family has successfully worked in the hospitality and catering professions. For my teams and me, it's about claiming our roots in the Côte d'Azur. We share the same values with the CÔTE d'AZUR FRANCE brand. Confirming this makes sense. And then, as entrepreneurs, we must stand up for our destination.//

Fabrice LAVERGNE – Chairman and CEO of PAVILLON TRAITEUR (Groupe Pavillon brand)





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