

# The 4-star Golden Tulip Aix-en-Provence reopens with a menu of excellence, simplicity and authenticity.



Since April 2019, the Golden Tulip Aix-en-Provence has offered a fully renovated hotel featuring the unique “Playful” Golden Tulip concept. A one-of-a-kind experience at the heart of Provence in an ideal setting for relaxing and fine dining, with a dash-or more-of local culture.

To organize this dynamic and delicious corporate event, the Golden Tulip Aix-en-Provence called on its famous “Chefs’ Club”. This “Club” is the creative convergence of a dozen Golden Tulip chefs who swap recipes and ideas about fine dining to offer their clients authentic – and constantly updated – culinary experiences.

## The “Chefs’ Club” by Golden Tulip, a gourmet get-together.

Developed by Christophe Macedo, Food & Beverage Director of Louvre Hotels Group, and Mathieu Rouri, Director of Golden Tulip France, these themed encounters spotlight the excellence of the Golden Tulip dining experience via a variety of activities. The first time the Chefs met in Marseille, where they participated in several cooking workshops in order to brainstorm and work on the creation of new signature dishes. The second time, they were invited to the Rungis Market near Paris where the Chefs discovered and adopted new flavours and inspirations. The third “Club” was held at the Golden Tulip Sophia Antipolis, with a dinner co-prepared by 7 chefs, and the fourth was held in Andorra, 2500 m above sea level.

## Playful!

For the 5th “Chefs’ Club”, and to mark the reopening of the Golden Tulip, four of these extraordinaire foodies presented their local cuisine, inviting hotel clients to sample their dishes. A bona fide food court and local market were set up in the middle of the hotel terrace for the occasion. Guests were treated to a culinary show featuring chefs from across France and an introduction to local producers (a winegrower, olive oil producer, etc.), full-fledged partners in the daily work of Golden Tulip chefs.

*“The Chefs’ Club is a group of friends sharing the same ambition, a quest for culinary excellence featuring the flavour of local products and a dash of ‘wow’ in clients’ meals.”* explains Christophe Macedo, Food & Beverage Director.



Serge Aniambossou, Cyrille Repetto, Matthieu Saunier

#### 4-star Golden Tulip Aix-en-Provence: A 100% playful experience at the heart of Provence

To ensure a relaxing stay in a light-hearted ambiance, the Golden Tulip Aix-En-Provence has adopted the “Playful” concept. Total immersion and unique experience guaranteed! Each Golden Tulip offers its clients a personalized touch: Federica Piras, Design Director at Louvre Hotels Group, has created a soap bar for the hotel, a place where travelers can choose which scents will feature in their stay. They enjoy the same excellent welcome and service as before, but with new experiences and encounters at each stay.

At Golden Tulip Aix-en-Provence, every moment is an invitation to the little pleasures of life, for both leisure and business travellers: grab a tandem bike to visit the town, sample authentic local cuisine, get some work done, meet new people and enjoy time together, relax at the poolside listening to the sound of crickets...

#### A restaurant with Provencal roots

Serving dishes flavoured with the terroir of Provence, developed over his 18 months at the hotel, the Chef, Mathieu Saunier, invites guests on a culinary journey with flavourful



ports of call featuring the freshest local products. All the products are cooked on site and subtly flavoured with a dash of distant lands discovered during his international experiences. Clients enjoy his food at the bar or at a table, curled up in one of the new lounge areas, on the sunny terrace or by the side of the pool.

*“The Golden Tulip Aix-en-Provence is a hotel with a common living space that embodies our brand DNA. As soon as you walk in, you leave the everyday behind! This unique and stress-free atmosphere is the result of perfect alchemy between the hotel, its offer, its teams and the design,”* explains Mathieu Rouri, Director of Golden Tulip France.

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#### About Golden Tulip

The Golden Tulip hotel chain was founded in the early 60s with the opening of the first Golden Tulip hotels in the Netherlands. It went on to experience constant growth, expanding throughout the world, while striving to remain attentive to changes in customer needs and demands. Today a part of Louvre Hotels Group, the brand boasts over 190 high-end hotels in 44 countries. Each hotel is committed to high quality standards infused with the personality of its manager and steeped in local culture. The Golden Tulip hotels have a light-hearted outlook on life, work and travel. Adapted to the lifestyles of today’s business travellers, these hotels invite clients to combine business and pleasure, enabling them to experience and share unique, fun-filled moments and memories.

#### About Louvre Hotels Group

Louvre Hotels Group is a major player in the worldwide hotel sector, currently boasting about 2,600 hotels in 54 countries. They feature a comprehensive 1- to 5-star hotel offer including the iconic Louvre Hotels Group brands: Première Classe, Kyriad Direct, Kyriad, Tulip Inn, Campanile, Golden Tulip and Royal Tulip; the 5 brands of the Sarovar network in India, the Hôtels et Préférence Group as well as the Chinese brand, Metropolo. The group also has a distribution agreement with Lucien Barrière Group. Louvre Hotels Group is a subsidiary of Jin Jiang International Holdings Co., Ltd., the world’s 2nd largest hotel group.