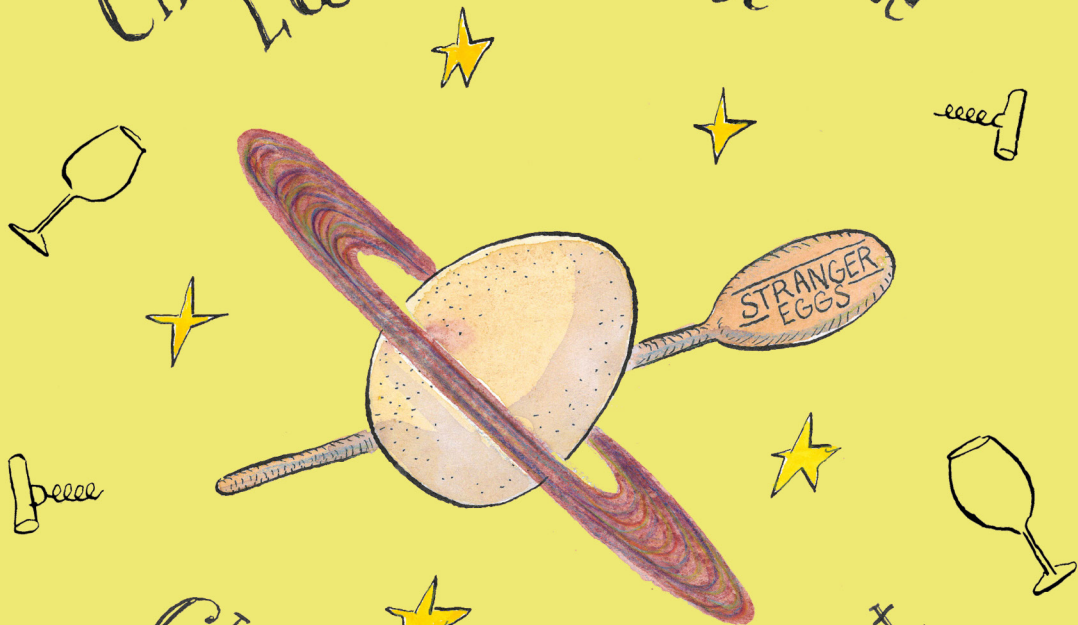


Championnat du Monde de L'œuf en meurette



Château du Clos de Vougeot
14 & 15 octobre 2023



**THE ŒUF EN MEURETTE
WORLD CHAMPIONSHIP**

OCTOBER 14TH - 15TH 2023

PRESS PACK

WWW.MEURETTE.FR





THE CHÂTEAU DU CLOS DE VOUGEOT WELCOMES THE 5TH ŒUF EN MEURETTE WORLD CHAMPIONSHIP, WITH GUEST PRESIDENT ÉRIC PRAS, HEAD CHEF OF THE RESTAURANT LAMELOISE.

14TH & 15TH OCTOBER 2023,
On the occasion of World Egg Day.

In partnership with the Tastevinage (quality selection label for vins de Bourgogne), SEB (Burgundy's culinary arts flagship), Atout France, Air France, Bourgogne Magazine, DS Store Beaune, Savoir-Faire 100% Côte d'Or, Le Petit Bourguignon, Nectar de Bourgogne Vinaigre Artisanale de Beaune, Eau de Velleminfroy, the Lions Club Paris France Gastronomie, France 3 and France Bleu Bourgogne.



A JURY DEVOTED TO TRADITION AND GASTRONOMIC INNOVATION

Eggs, bread and wine: the three key ingredients of the oeuf en meurette. What could be more traditional? The composition of the Championship jury attempts to embody this emphasis on tradition. But the philosophy behind the competition also embraces innovation, and so the judges will be just as keen to reward the contestants for the originality and creativity of their recipes.



PRESIDENT OF THE JURY: ERIC PRAS, HEAD CHEF AT THE RESTAURANT LAMELOISE

Originally from Roanne, Eric Pras's interest in cooking began at an early age. He served his apprenticeship at the Central Hotel in Renaison and mastered his craft working with some of the biggest names in French hospitality, including Maison Troisgros, Bernard Loiseau, Pierre Gagnaire, Antoine Westermann and Régis Marcon. Winner of the prestigious title Meilleur Ouvrier de France in 2004, he joined Jacques Lameloise in Chagny in 2008, taking over from him as head chef at the eponymously-named triple Michelin-starred restaurant in 2009.



Each of the prepared recipes will be tasted by the jury, judged according to a list of nine criteria and awarded a mark from one to nine, the winner being the recipe with the highest marks.

The nine criteria are:

Visual aspect and presentation; aroma • sauce texture • sauce flavours • quality of poaching • the yolk • quality of the toast or crouton • choice of wine • originality and tradition.

Each critical analysis is completed by a general assessment, which may be used in the event of a tie.



ABOUT FRED BERNARD

Three times winner of the Goncourt prize for children's literature and cult author of graphic novels for older readers, Fred has achieved notoriety for the illustrated adventures of his vigneron grandfather and the on-going chronicle (now in its sixth spring) of life in his small Burgundy garden. To cut a long story short, he began writing and drawing long ago and hasn't stopped since. Added to which, he is a *Chevalier des arts et des lettres et du Tastevin*.



1°

WORLD OEUF EN MEURETTE DAYS, A UNIQUE AND ORIGINAL EVENT DEVOTED EXCLUSIVELY TO PROMOTING BURGUNDY'S RICH GASTRONOMIC HERITAGE

Today, when what we eat and how it is prepared have become essential part of individual identity, the Château du Clos de Vougeot, seat of the Climats de Bourgogne and veritable Mecca of French gastronomy, is leading a unique project, initiated in 2019, aimed at promoting internationally the reputation of Burgundy's cultural heritage and in particular its culinary savoir-faire.

Ce This project was conceived in collaboration with Matrice, an association stemming from the celebrated Ecole 42 and dedicated to innovation. The aim was to devise a matrix which defined key elements of the gastronomic and cultural heritage, in particular those with an impact on the collective memory and so, by extension, on the eating habits of the French and food lovers all over the world. In the course of this work, carried out between 2018 and 2019, the recipe for the oeuf en meurette, a dish created in Burgundy that over the centuries has found its way onto plates much further afield, gradually but strongly emerged as a key element not only of the regional but the national gastronomic heritage.

Served in over 300 restaurants throughout the world, it is effectively a signature recipe of this heritage, in France and internationally. And so came into being the idea of promoting not just the recipe, but also its ingredients, in particular the egg, on the choice and cooking of which the success of this ancient recipe depends; but also the bread and the wine, those hallmarks of Gallic gastronomic culture.

To achieve this objective, the Château du Clos de Vougeot has decided to put in place a permanent recurrent initiative: the World Oeuf en Meurette Days, featuring a competition dedicated to a dish that is at the same time popular, clearly defined and demanding skill in its preparation. Initiated in 2019, the festival is held every year to coincide with "World Egg Day", traditionally celebrated on the second Friday of October. Established in 1996, World Egg Day quickly became popular in 'Anglo-Saxon' countries and is now celebrated the world over.

The first French edition of World Egg Day took place in 2000, providing the opportunity to promote the nutritional value of eggs and animal welfare: two key motifs of the Oeuf en Meurette World Championship.



2°

THE PHILOSOPHY OF THE WORLD CHAMPIONSHIP: AN APPROACH TO PROMOTING CULTURAL HERITAGE AND INNOVATION

While intended to showcase the excellence of French cuisine by means of a competition fought out between famous chefs from all over France and beyond, the world championship also aims to spotlight culinary creativity: promoting the influence and reputation of the gastronomic heritage internationally, but also the importance of innovation in maintaining that heritage.

This was the direction assumed from the outset in the partnership with Matrice, an association synonymous with the innovative and entrepreneurial spirit. It was essential for the competition's creators that the event should reflect the changes that have occurred in cooking and food culture and in the choice of produce, a natural corollary of changes in consumers' habits. If each ingredient is key in the recipe, and if, thanks to the imagination of the participating chefs, new ingredients emerge occasionally, at the heart of the matter remains the egg.

« **O**ur hope is that this event will prove that the reputation of our gastronomic tradition is perfectly compatible with innovation. The Oeuf en Meurette is a dish both popular and technically demanding to prepare – indeed there lies its fascination! Quintessentially typical of French gastronomy, its fame has spread beyond Burgundy and it now appears on menus in restaurants all around the world. This year, the Oeuf en Meurette World Championship will once again give amateurs as well as professionals the chance to celebrate this sine qua non of French culinary culture. Apprentice chefs, too, will be able to compete against each other, using their talents to wow the jury's taste-buds. Although a fun occasion for all to take part in and enjoy, the event has a serious purpose in highlighting the importance of protecting our cultural practices and traditional savoir-faire in the same way we protect our historic sites and monuments. »

Arnaud Orsel, spokesperson for the Château du Clos de Vougeot



2°

**THE PHILOSOPHY OF THE WORLD CHAMPIONSHIP:
AN APPROACH TO PROMOTING CULTURAL HERITAGE AND
INNOVATION**



“L’Année de la Gastronomie” (“the Year of Gastronomy”) was launched by the French Government on September 27th 2021. As part of this event, the government, in partnership with the Chambers of Commerce and Industry, organized a call for projects and initiatives aimed at promoting the country’s gastronomic heritage.

In recognition of its valuable contribution to France’s food and hospitality industry, the World Oeuf en Meurette Days was awarded the “Year of Gastronomy” label in October 2022 at the fourth edition of the event.



3°

THE HISTORY OF THE OEUF EN MEURETTE

To understand the history of the oeuf en meurette, you have to go back to the origins of the sauce which gave it its name. Long before it became associated with the delicacy that now delights the taste-buds of gourmets around the world, la meurette was a traditional sauce popular in Poitou, in the Anjou region, as well as in Burgundy.

The old French word “*muire*” (from the Latin *muria*), translates into “*saumure*” in modern French, or “brine” in English. In the past, salt water was an essential ingredient used to preserve fish and meat. Instead of adding salt directly on one’s plate, ingredients preserved in brine were used to enhance the flavour. So, for example, you seasoned the sauce by adding salted bacon to the recipe.

The meurette sauce as we know it today is the product of a centuries-long evolutionary process. Back in the 15th century “*murette*” sauce was a concoction used in cooking fish. Two centuries later, in 1614, the expression “*oeufs à la murette*” turns up in an old recipe book, but there the resemblance to the contemporary speciality ends since the reference here is to a dish juxtaposing eggs with – once again – fish.

Historically, it is well known that peasants would keep and re-use the sauce from boeuf bourguignon, a rich delicacy only indulged on rare and special occasions, to poach eggs, throwing in a few mushrooms for good measure: a simple way of treating yourself to a tasty dish!

Today, les oeufs en meurette have justly won acclaim with gourmets all around the world. The recipe combines fresh eggs with wine (burgundy, evidently), onions, mushrooms, bacon and lastly croutons.

Every year, since 2019, food-lovers along with amateur and professional cooks from countries everywhere congregate at the Oeuf en Meurette World Championship to revisit and relish this resolutely emblematic recipe.



The correct temperature for the perfect poached egg (147 degrees Fahrenheit)

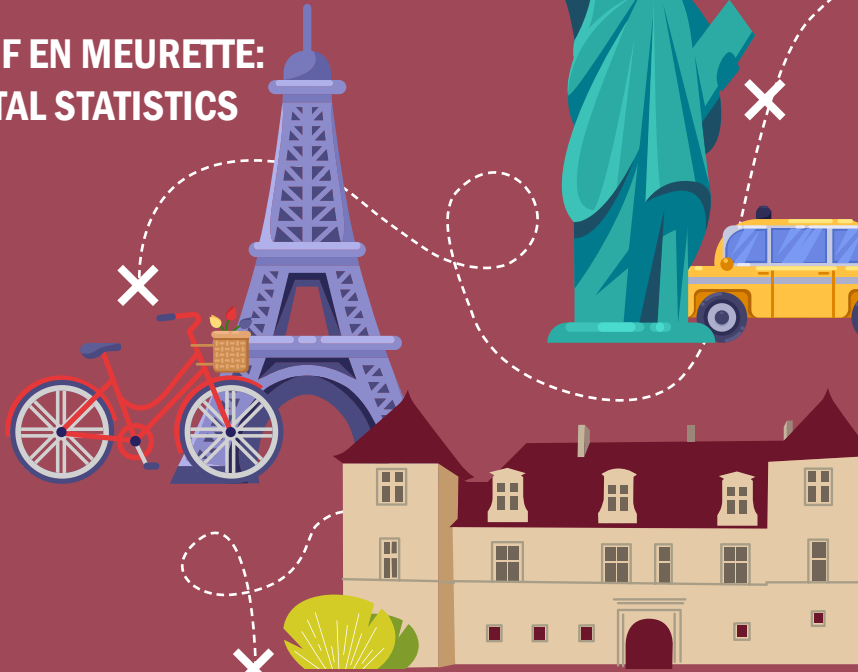
4°



THE OEUF EN MEURETTE: THE VITAL STATISTICS

300

An estimated 300 restaurants worldwide cook and serve the oeuf en meurette, everywhere from the Côte d'Or to New York and from Singapore to Paris.



1 200

is the record number of oeufs en meurette served at one sitting – record held by the Château du Clos de Vougeot where the recipe is given pride of place at the legendary Chapitre dinners.

5 MINUTES

is the time it takes the kitchen staff at the Clos de Vougeot to deliver 1,200 oeufs en meurette to the 600 guests seated in the Château's Grand Cellier.

200 LITRES

is the amount of vin de Bourgogne needed to prepare a sauce for 600 people.

60 000

is the number of people who visit the Château du Clos de Vougeot annually.

3

is the number of competitions on offer – one each for amateurs, professional cooks and trainee chefs.

5th

The Oeuf en meurette is the Fifth Greatest Recipe of all time, according to a poll conducted by Food & Wine to mark the magazine's fortieth anniversary.





5°

THE OEUF EN MEURETTE WORLD CHAMPIONSHIP: THE CONTESTANTS AND FORMAT

The official list of participants in the professional chefs' contest will be announced at the end of September. It will include the names of chefs with several Michelin stars to their credit as well as one or two Burgundy-based restaurant owners offering this emblematic dish on their daily bill of fare. The Château du Clos du Vougeot will also organize a separate competition for amateur cooks (for the third consecutive year) as well as a contest for apprentice chefs, giving everyone a chance to show off their talents.

THE EVENT'S OTHER PURPOSE: BRINGING BURGUNDY'S GASTRONOMIC HERITAGE TO THE ATTENTION OF A WIDER PUBLIC

CONTESTANT APPLICATIONS OPEN FROM 27TH MARCH TO 30TH JUNE 2023

THE OEUF EN MEURETTE WORLD CHAMPIONSHIP

Each contestant will have a free hand to prepare and present their version of the oeuf en meurette be it classic or customised, with the aim of carrying off the title of World Champion! They will have two hours in which to realize their recipe. It will then be tasted by the jury, whose deliberation will follow in due course. To apply, go to the page: <https://www.meurette.fr/championnat>

APPRENTICE CHEFS CONTEST

While intended to help the general public to (re-)discover a delicious culinary heritage, the World Oeuf en Meurette Days is also an opportunity to promote the apprenticeships and training provided by the restaurant and hospitality industry. With this in view, the Château du Clos de Vougeot in 2022 launched its first Oeuf en Meurette Apprentices' Contest, a great occasion to showcase tomorrow's most promising chefs. To apply to participate, go to: <https://www.meurette.fr/concours-apprentis>



THE ŒUF EN MEURETTE CONTEST FOR AMATEURS

Since 2021, food lovers have been able to express their passion for this timeless dish by participating in the competition reserved for amateurs. The 2023 victor will join the list of winners of the previous editions. The utensils and ingredients used by the contestants will be provided courtesy of the Château du Clos de Vougeot. To apply, just follow the instructions below.

THE ŒUF EN MEURETTE AMATEUR CONTEST

how can I take part?

1

Give a like to the Instagram account
[@championnatoeufmeurette](#)
[@chateau_clos_vougeot](#)
[@bourgognemagazine](#)



2

Download the application
form on:
www.meurette.fr/concoursamateur

3

Send the completed application form
to the following email address:
delphine.dufouleur@studiomag.fr

CONDITIONS FOR participants



I LIVE IN FRANCE



I AM OVER 18



I AM AN AMATEUR
(i.e. non-professional)
COOK

APPLICATIONS OPEN FROM
MARCH 27TH TO JUNE 30TH 2023



PRINCIPAL PARTNERS



ABOUT THE CHÂTEAU DU CLOS DE VOUGEOT

Started in the 12th century and completed in the 16th, the Château du Clos de Vougeot lies at the heart of the Route des Grand Crus that connects Dijon to Beaune. It is the official seat of the Climats of Burgundy, a UNESCO World Heritage Site. Each year, the Château welcomes 60,000 visitors. A veritable Mecca of French gastronomy, it is recognised the world over for the high quality of the receptions held there. The Château's resident chef Alexandra Bouvret, surrounded by her brigade of cooks, places at the disposal of the Château's guests her savoir-faire and passion for French cuisine. Served to 600 guests at virtually the same moment in the Great Cistercian Cellier, the oeuf en meurette is the jewel in the Château's culinary crown.



TASTEVINAGE®

ABOUT THE TASTEVINAGE

A seal of approval for vins de Bourgogne

The TASTEVINAGE is a label of quality, the result of a painstaking assessment of wines from every part of the Burgundy wine region, from Chablis to the Beaujolais crus, awarded by a jury made up of the best winetasters qualified for the task. Created in 1950 by the Confrérie des Chevaliers du Tastevin and held twice a year at the Château du Clos de Vougeot, the TASTEVINAGE brings together the greatest specialists in Burgundy wines to select just those that stand out as the most authentically representative of their appellation and vintage. The label's stated mission is to promote and maintain the reputation of Burgundy's winegrowers, their savoir-faire and the quality of their wines.



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ABOUT SEB

The SEB group is the other major partner in this major event. A world leader in kitchen appliances, the SEB group simplifies and brightens up the daily routine of consumers and helps to improve lives all around the world. Its products are used by families and the greatest chefs in more than 150 countries.

BRAGARD

ABOUT BRAGARD

Founded in 1933, Bragard combines the dynamism of an international business enterprise with superlative French textile know-how. Henri Bragard founded his company in the heart of the Vosges. It was the start of a family saga, a passionate story of people passionate about what they do and who have made the company a world leader in clothing for the hospitality and catering sector.



DS AUTOMOBILES

ABOUT DS STORE BEAUNE

DS Store Beaune is a branch of the Chopard Car Group. DS Automobiles stands for French savoir-faire in the premium car market. DS Automobiles cars and SUVs combine elegant design, tasteful and luxury interior materials and finishing with cutting-edge technology. Innovative, the DS automobile brand invests in the development of the technologies with which the cars of the future will be equipped. The Beaune DS agent sells new DS Automobile vehicles and more than 4,000 second-hand vehicles of every make, from the showroom or delivered. DS Store Beaune offers promotions and services for individuals and professionals, as well as expert maintenance and repair service carried out in their own workshop.



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LE DÉPARTEMENT

ABOUT THE “SAVOIR-FAIRE 100% CÔTE D’OR” LABEL

The “Savoir-faire 100% Côte d’Or” label brings together and encourages, under a single emblem, the farmers, growers, producers, artisans and restaurant owners of our terroir. A reliable guarantee of quality for consumers, the label was launched at the 2019 edition of Dijon’s International and Gastronomic Fair. The initiative is supported by the département in partnership with the Côte d’Or’s Chamber of Agriculture and Chamber of Commerce and Industry Dijon Métropole, the *Chambre des Métiers et de l’Artisanat Bourgogne-Franche-Comté*, the *Union des Métiers et des Industries de l’Hôtellerie Côte d’Or* and *Côte d’Or Tourisme*. The label enables the département to highlight areas of exceptional savoir-faire, and promote high-quality products that are the envy of the rest of the world. This label is available to manufacturers and producers eager to promote local industry. The Château du Clos de Vougeot’s Table de Léonce is just one of many initiatives to have benefitted from the label.

AIRFRANCE

ABOUT AIR FRANCE

Air France has been flying France’s colours all around the world since 1933. With an activity divided between passenger air transport, freight, maintenance and aeronautical servicing, Air France is a major player in the aviation sector. More than 45,000 employees are mobilized daily to offer each customer a unique travel experience. The Air France-KLM Group is made up of Air France, KLM Royal Dutch Airlines and Transavia. Air France places the health and safety of its customers and staff at the heart of its concerns. It has set itself ambitious targets in terms of sustainable development and is working to reduce and offset its CO2 emissions. As part of the Horizon 2030 program, Air France is committed to reducing its CO2 emissions by 50% per passenger-kilometre by renewing its fleet with new generation aircraft, using innovative solutions to reduce fuel consumption, and gradually shifting to sustainable alternative fuels.



ABOUT THE LIONS CLUB PARIS FRANCE GASTRONOMY

A recognised part of the International Lions Club, the Lions Club Paris France Gastronomie fights against poverty and hunger by organizing gastronomy-related events and helping people to retrain and take up apprenticeships that will lead to jobs and careers in the catering sector. More broadly, the aim of this online club created in 2022, is to facilitate access to practical and general information about eating well and healthily, and about the world of gastronomy in general. A secular world-wide association, the International Lions Club brings together men and women whose humanitarian actions contribute to the well-being of mankind while respecting the dignity and liberty of the individual. In addition to its humanitarian work, the Lions Club is involved in numerous initiatives in the field of knowledge, education and culture.

WORLD OEUF EN MEURETTE DAYS

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