



# PRESS KIT 2025



*Georges Blanc*





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**@georges\_blanc\_officiel**

A red line drawing of a person's head and torso, facing right. The head is simple with a rounded top and a small neck. The torso is elongated with a small bump for the waist and a small bump for the hip. The line is thick and red.

Once upon a time...



It all began long before the French Revolution in 1872, in the heart of Bresse, where the Blanc family had been farming the land for several generations — in Marboz, Cuet near Montrevel, and later in Saint-Didier-d'Aussiat. It was Jean-Louis Blanc and his wife who were the first innkeepers to settle in Vonnas, near the fairground. In 1902, their son Adolphe Blanc, who had married Élisabeth Gervais, succeeded them. Élisabeth, who took over the kitchen, made the name “Mère Blanc” famous. She had inherited from her mother Virginie the secrets of a rich, butter-based culinary art. In 1933, Curnonsky, the elected Prince of Gastronomes, wrote that “Mère Blanc was the best cook in the world.” She had learned everything by instinct and through her passion. The best food critics of the time celebrated her in the press. The Club des Cent and the Académie des Gastronomes also honored her.

In 1934, their eldest son Jean Blanc and his wife Paulette, the daughter of a baker, took over. Guided in the kitchen by her mother-in-law, Paulette Blanc preserved the same traditional specialties that had built the inn's reputation. In 1965, her son Georges joined the family business and worked alongside his mother. In 1968, he took over, and from 1970 major renovations began to completely transform the establishment.

In 1981, the ultimate recognition came: the Michelin Guide awarded him a third star, and the Gault-Millau Guide named Georges Blanc “Chef of the Year.” Passionate about his region and committed to quality products, he agreed in 1986 to chair the Interprofessional Committee of Bresse Poultry, which strictly oversees the world's oldest poultry breed to be awarded a legally protected designation of origin. Highly eclectic, Georges Blanc also developed an interest in writing. He authored numerous cookbooks, particularly “Nature on the Plate”, a work translated into five languages, awarded the Grand Prize for Gastronomy, and ranked among the top twenty books of 1988. In 1985, he realized a long-held dream: planting his own vineyard. It was in Azé, in the Mâconnais area of Southern Burgundy, that he created a 17-hectare wine estate planted with Chardonnay grapes.

This passion for excellence is something Georges Blanc strives to pass on to his three children — Frédéric, Alexandre, and Lara. In 2019, he received the title “Meilleur Ouvrier de France Honoris Causa” in the culinary category, an official recognition illustrating his commitment to excellence and crowning his entire career.

He kept his 3 Michelin stars for 44 years.





Georges Blanc  
tells the story...

# Georges Blanc



"Before the first generation of the Blanc family settled as innkeepers in Vonnas, my ancestors had been farming the land for centuries in the heart of our Bresse.

□ A lot of time has passed, and the area around the market square and fairground has changed significantly to become today's Gourmet Village, dedicated to the Art of Living.

The committed cook gradually became the head of a lively village where celebrities and ordinary people alike come to enjoy a flavorful experience, sometimes tinged with emotion.

Thanks to the spirit of conviviality, it is also a moment for sharing and for always unique and appreciated encounters.

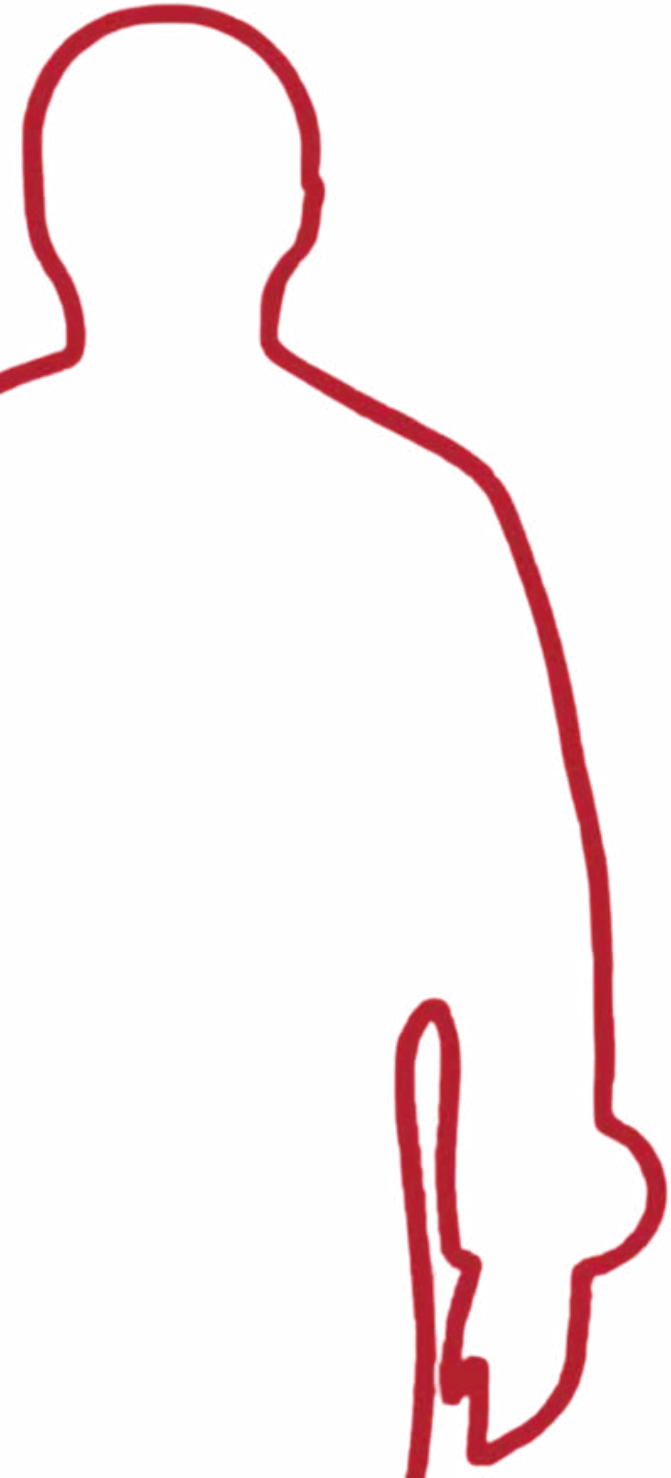
The first Guestbook was opened in the 1960s when I met Raymond Loewy, a renowned designer and, to me, an incredible visionary. Born before the last century, he remained loyal to our house for three generations. It was perhaps out of gratitude that I made the wise choice to reproduce his 1966 drawing: a premonitory rainbow pointing toward a small airplane, another nod for me, captioned "towards the 3 stars."

Of course, I fondly remember our long, illuminating conversations. It is partly thanks to him that I got the idea to bring together about thirty adjacent houses and commercial properties, embellish them over time, and create this harmonious protected village around the family restaurant."

VERS LES TROIS ÉTOILES... RAYMOND LOEWY. AOÛT 1966

Raymond Loewy

a mon ami le maître Blanc.



# Le Village Blanc



# Welcome to the Village

Since 1872, starting from 120 m<sup>2</sup>, the Blanc Village now extends over 6 hectares in the heart of Vonnas.





# Accommodations in Vonnas



## HÔTEL GEORGES BLANC PARC & SPA \*\*\*\*\*

In 1970, Georges Blanc began transforming the modest family inn into a five-star hotel establishment, which joined the most prestigious French luxury hotel group, **Relais & Châteaux, in 1972.**  
42 air-conditioned rooms and suites.



LEARN MORE

[www.georgesblanc.com](http://www.georgesblanc.com)



# Accommodations in Vonnas



## HÔTEL LES SAULES PARC & SPA

A beautiful half-timbered house on the riverbank with tastefully decorated and comfortable rooms.  
Member of the **Teritoria** hotel group.  
20 air-conditioned rooms.

Ω Teritoria

LEARN MORE



# Accommodations in Vonnas



## HÔTEL DU BOIS BLANC \*\*\*\*

A haven of preserved nature is home to this modern, bright hotel with 18 air-conditioned rooms and private terraces surrounding a stunning pool.

**12 additional rooms :**  
opening planned for **July 2025.**

**NEW**



LEARN MORE

# Accommodation in the Beaujolais



## HÔTEL LES MARITONNES Romanèche-Thorins

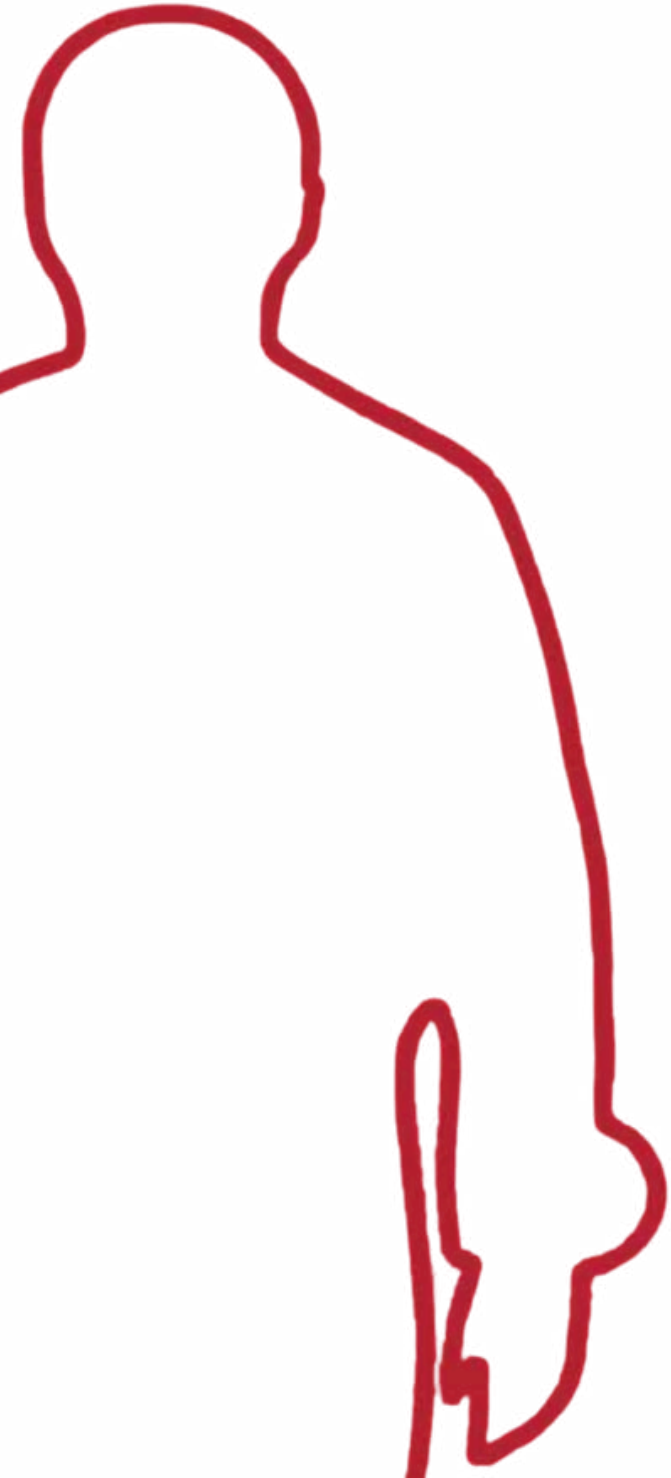
The Hotel Les Maritonnnes \*\*\*, located in a 19th-century former **farmhouse fully renovated** in Romanèche-Thorins, is ideally situated in the heart of the Moulin-à-Vent wine appellation in the Beaujolais.

**39 cozy, modern rooms** with air-conditioning and a spa complete the offering. Just 15 minutes from Mâcon and 35 minutes from Lyon. Member of the **Teritoria** hotel group.

Ω Teritoria

LEARN MORE





# ***Restaurants*** in *Vonnas*



## L'Ancienne Auberge 1900

This **authentic** restaurant honors the rich **culinary heritage** of the Mères Lyonnaises with comforting **regional family** dishes, including the famous **Bresse Chicken**.



*La fameuse Poularde de Bresse*



## Restaurant Georges Blanc



This gourmet restaurant is the oldest Michelin-starred restaurant in the world. **Since 1929, the Blanc family's** cuisine has shone in the Michelin Guide with high-quality dishes and unforgettable sauces.

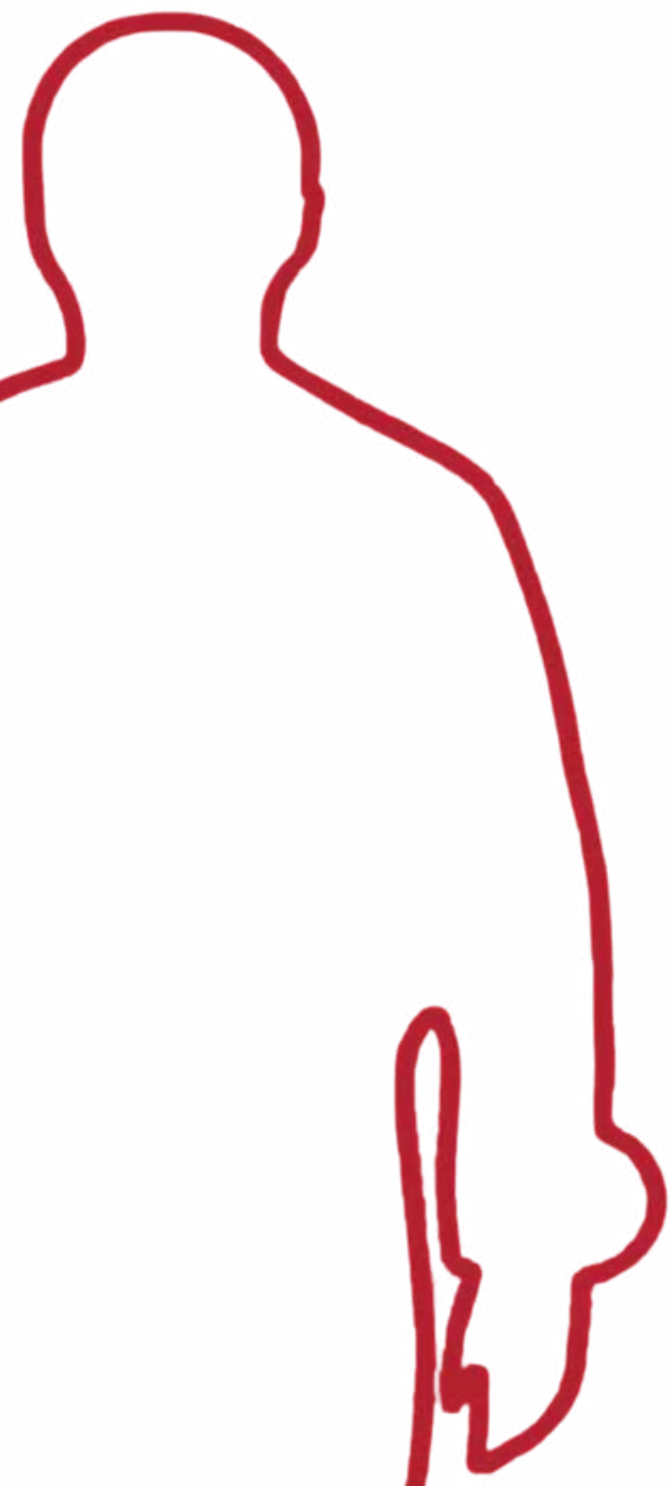
The wine list gathers the best of the **140,000-bottle collection**, making the cellar one of the richest in the world.

Just 2 minutes from the Village...

## La Terrasse des Étangs

A restaurant set in a beautiful glass **conservatory** in the **heart** of a large park, surrounded by two tranquil ponds.





# ***Restaurants*** *in the region*

**l'Embarcadère**  
par Georges Blanc

## **L'Embarcadère** Villefranche-sur-Saône

A **gourmet** interlude along the  
Saône River.

The **large shaded terrace** is perfect  
for lunch by the water, while the  
wide glass windows offer a **full view**  
**of the surrounding nature.**



## *Restaurants* in the Region



## **Les Maritones** Romanèche-Thorins

From Vine to Plate.

Located within the Hotel **Les Maritones in Beaujolais**, this restaurant creates regional recipes with **seasonal quality products.**

A **large sunlit terrace** in a landscaped garden invites you to relax during the fine days.



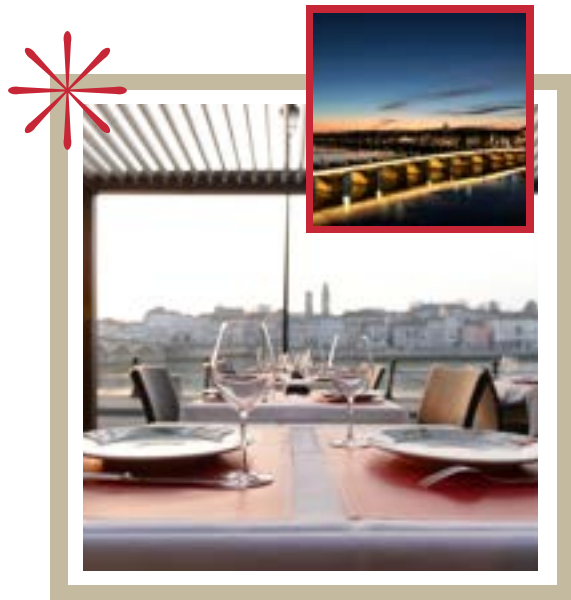


## Le Saint Laurent

Mâcon

**Marinière cuisine** from the  
Val de Saône.

Situated on **the Saône riverbank**, it  
offers a breathtaking view of Mâcon and  
its historic 11th-century bridge.



# Restaurants in the Region



## Place Bernard

Bourg en Bresse

**Contemporary cuisine**  
through the seasons.

Beneath a lovely glass roof in the  
heart of **Bourg-en-Bresse**, Place  
Bernard revisits the best  
of local **gastronomy**.





# ***Wellness*** *Areas*

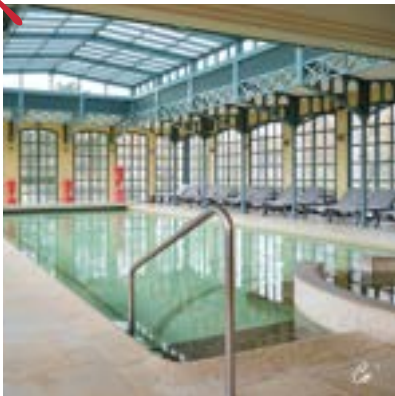
Georges Blanc  
SPA

**SPA**  
**Georges Blanc**  
Vonnas

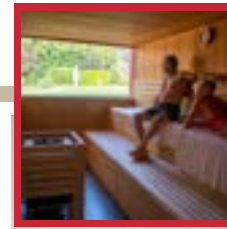
Spanning over 1,000 m<sup>2</sup>,  
**the Georges Blanc Spa** offers  
visitors a unique experience of  
**calm and indulgence.**

With **3 pools, a sauna, a  
hammam, and 4 treatment  
rooms**, the spa provides premium  
services.

The spa has repeatedly won the  
World Luxury Spa Award, the  
highest honor in the luxury spa  
industry, offering  
**international recognition.**



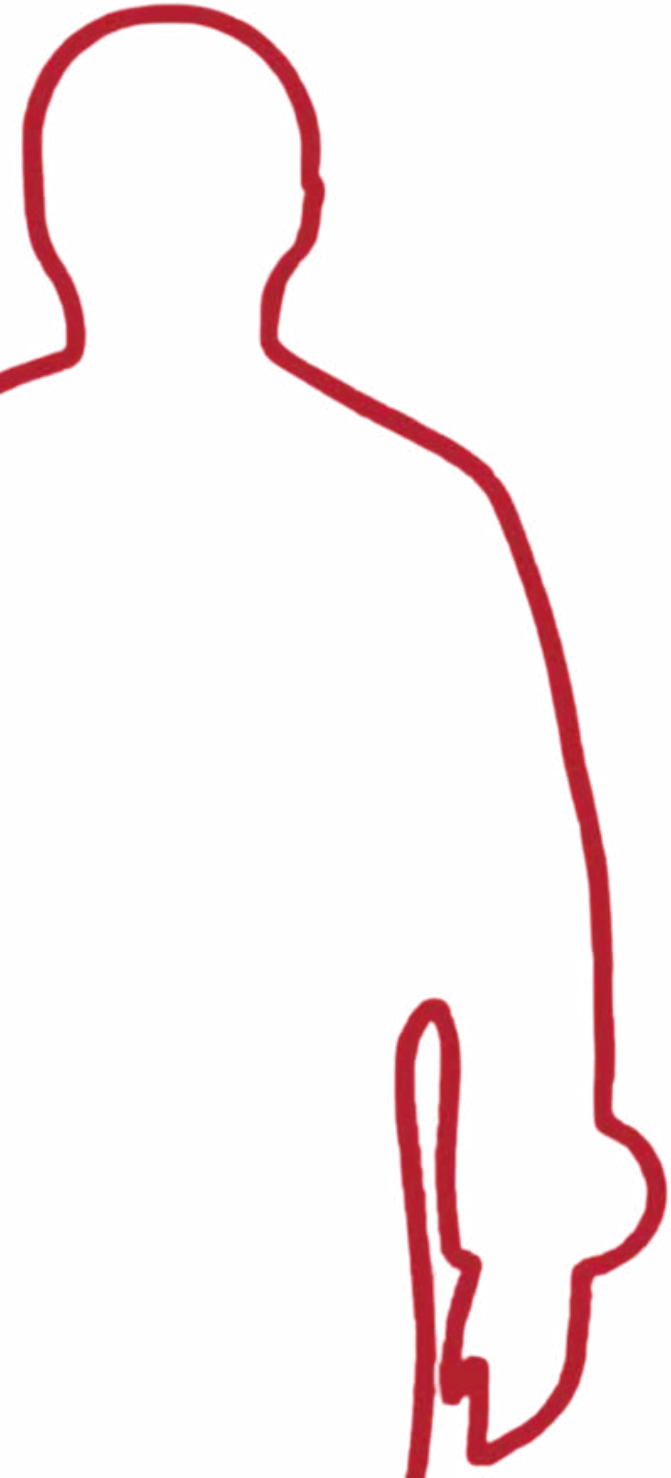
**Wellness  
Areas**



SPA DES VIGNES

**Spa des Vignes**  
Romanèche-Thorins

Nestled among **the Beaujolais  
vineyards**, the Spa des Vignes  
offers a **unique experience** with its  
**indoor-outdoor pool, sauna with a  
view of the park**, and peaceful  
relaxation rooms.



# ***Reception*** Venues



## Le Château d'Epeyssoles

Vonnas

For your events: up to **200 guests**.



## Château D'EPEYSSOLES

RÉCEPTIONS ET ÉVÈNEMENTS

Located on the heights of Vonnas, less than 2 km from the **"Village Blanc"**, a remarkable 14-hectare estate awaits you. With two large ponds, meadows, and centuries-old trees, the setting evokes the charm of Tuscany. The 18-room Hotel du Bois Blanc \*\*\*\* is included with the rental of this **prestigious venue**.

## “Côté Rivière” Vonnas

In the **heart of the Village Blanc**, this seminar space **adapts to all needs** and allows guests to enjoy the luxurious facilities of the Hôtel Georges Blanc \*\*\*\*\*.

## CORPORATE SEMINAR VENUES



*Georges Blanc*

## “La Grange sur l’Eau” Vonnas

Next to **L’Ancienne Auberge**, this semi-seminar, **semi-dining space** is ideal for meetings and cocktails (max. 20 people).





# *Leisure & Shopping* spaces



# *Leisure & Shopping Spaces*

## **Maison Blanc in Vonnas**

The Maison Blanc spans about 1,500 m², open daily, offering four distinct worlds dedicated to the art of living.

### **The Bakery & Pastry Shop**

Available for **dine-in or takeaway**, the bakery offers a wide selection of **breads, pastries, and cakes made on site.**



### **Shopping Spaces Maison Blanc in Vonnas**

**Tableware, home decor, linens...**

The gift shop is full of **quality items** to tastefully **enhance any interior.**



### **The Gourmet Boutique**

A wide selection of high-**quality products** awaits you at the ground floor of the **Maison Blanc.**



### **La Cave à Manger**

An eclectic offering of **fine wines.**

This is the showcase of the **wine cellar** from the gourmet restaurant, considered one of **the finest in the world.**







## Laurent Gerra's Cinespace

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The Village Blanc's private cinema. This space combines cutting-edge cinema technology with exceptional comfort.



## Lara's Garden

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A certified playground set up in the Dovecote Park to let younger guests enjoy themselves.



## The Dovecote Park

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Day or night, this space invites dreaming with its beautifully landscaped areas.



## The Village Museum

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Vonnas and its history are showcased through an illustrated tour that connects with various cultural and tourist sites in the region.



# *Contact Us*

## **IN VONNAS**

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