



# PRESS KIT



2024

*Georges Blanc*



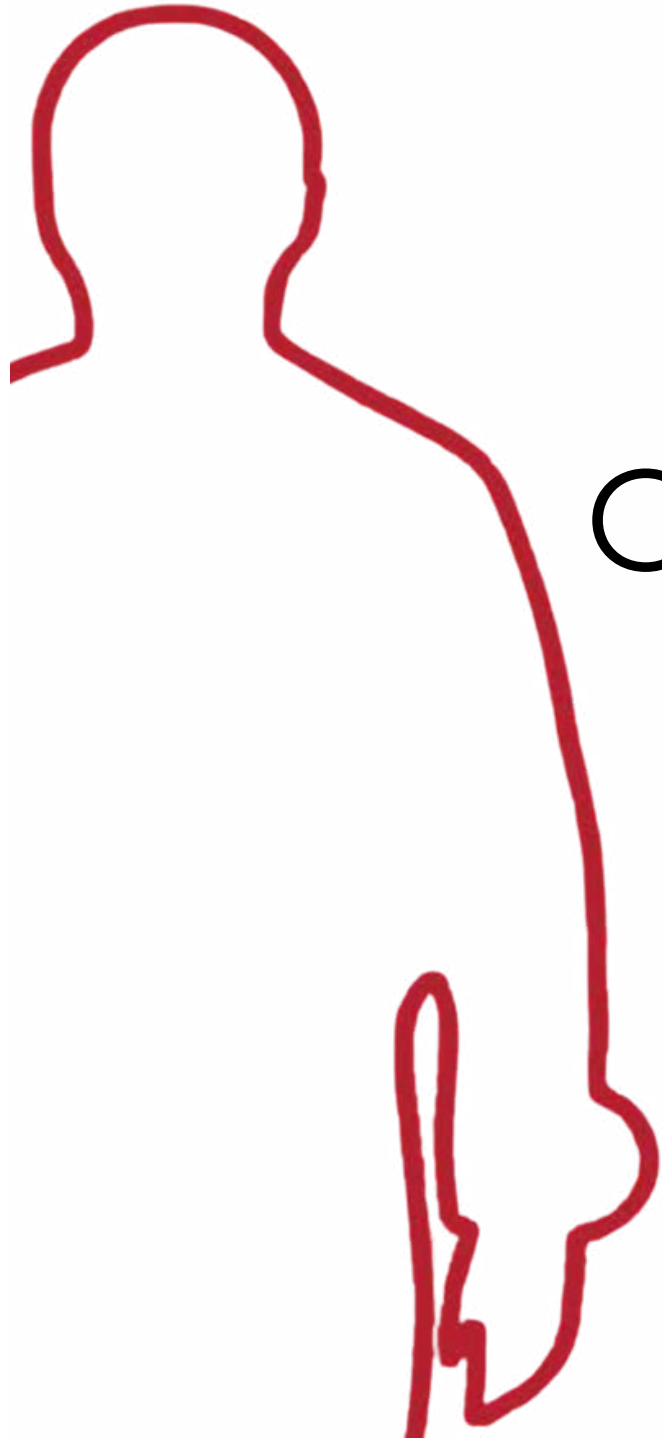


Once upon a time...	3
Georges Blanc tells...	5
La Maison Blanc nowadays	7
Accommodation in Vonnas	9
Accommodation in Beaujolais	12
Restaurants in Vonnas	13
Restaurants in the Region	15
Wellness Areas	18
Meeting rooms in Vonnas	20
Relaxation Areas	23
Contact us	26



follow us

**@georges\_blanc\_officiel**



Once upon a time...



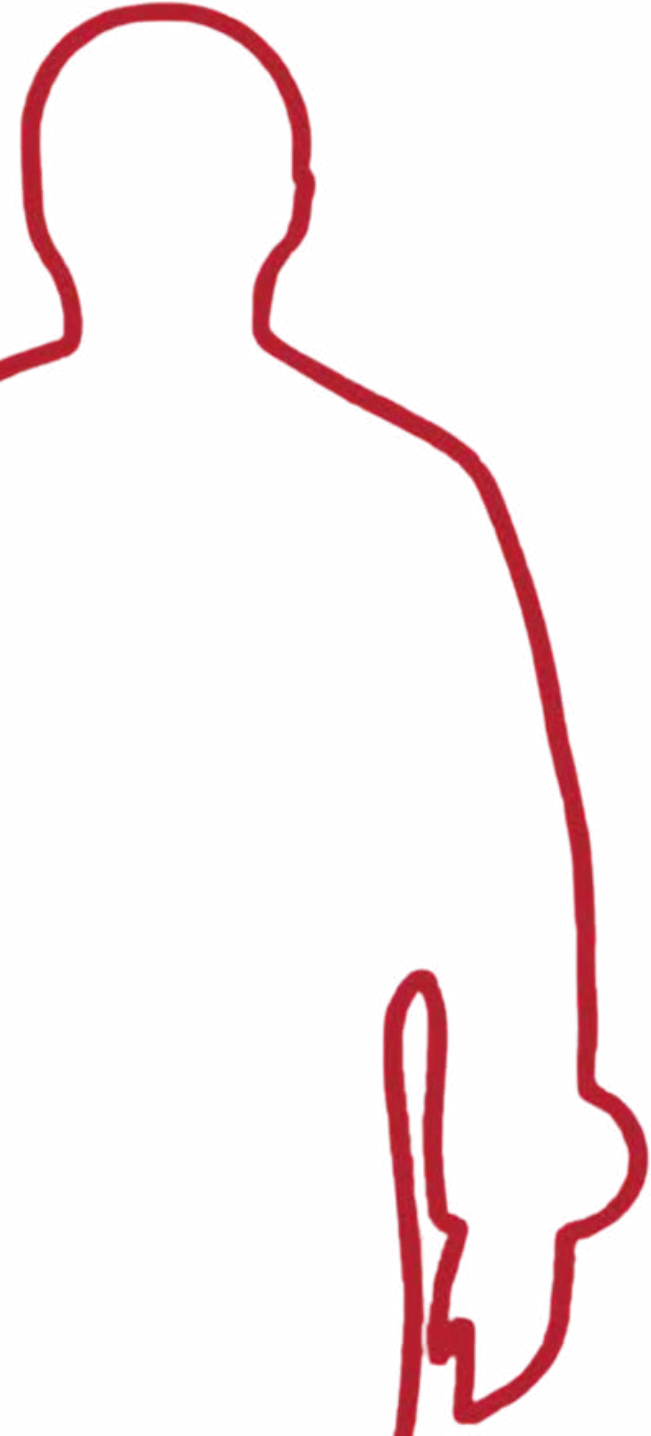
It all started well before the French Revolution in 1872, in the heart of Bresse where the Blanc family had been cultivating the land for several generations, in Marboz, in Cuet near Montrevel, then in Saint-Didier-d'Aussiat. It was Jean-Louis Blanc and his wife who were the first innkeepers to settle in Vonnas near the Champ de Foire. In 1902, Adolphe Blanc, the son, who had married Élisabeth Gervais, succeeded his parents. It was Élisabeth who, installed in the kitchen, made the name of "Mother White" famous. She had inherited from her mother Virginie the secrets of a culinary art made entirely from butter. Mother White, of whom Curnonsky, Prince Elect of Gastronomes, wrote in 1933, was "the best cook in the world", had learned everything instinctively and by taste. The best gastronomic columnists of the time gave him the honors of the major press. The Club des Cent and the Academy of Gastronomes also recognized it.

In 1934, Jean Blanc, the eldest son, and his wife Paulette, daughter of a baker, took over. Guided in the kitchen by her mother-in-law, Paulette Blanc kept the same traditional specialties that had made the inn famous. In 1965, her son Georges entered the family business and worked alongside his mother.

In 1968, he took over and it was from 1970 that major work completely transformed the establishment.

Supreme recognition, in 1981, the Michelin Guide awarded him a third star, and the Gault-Millau Guide named Georges Blanc Best Chef of the Year. Passionate about his region, attached to quality products, in 1986 he agreed to chair the Bresse Interprofessional Poultry Committee, which scrupulously watches over the eldest poultry in the world to benefit from a legally controlled Designation of Origin. Very eclectic, Georges Blanc is also interested in writing. He is the author of numerous cookbooks, in particular "La Nature dans l'Assiette", a work translated into five languages, 1st Grand Prix de la Gastronomie and ranked in the twenty best books of the year 1988. In 1985, he realizes an old dream, that of planting his own vineyard. It was in Azé, in Mâconnais in Southern Burgundy, that he created a 17-hectare wine estate planted with the Chardonnay grape variety. Georges Blanc strives to pass this passion for excellence on to his three children, Frédéric, Alexandre and Lara. In 2019, he obtained the title of "Meilleur Ouvrier de France Honoris Causa" in the kitchen section, an official recognition illustrating his attachment to excellence and complementing his entire career.





***Georges Blanc***  
*tells...*

# Georges Blanc



“Before the arrival and settle of the first generation of innkeepers of the Blanc family in Vonnas, my ancestors had been cultivating the land for centuries in the heart of our Bresse.

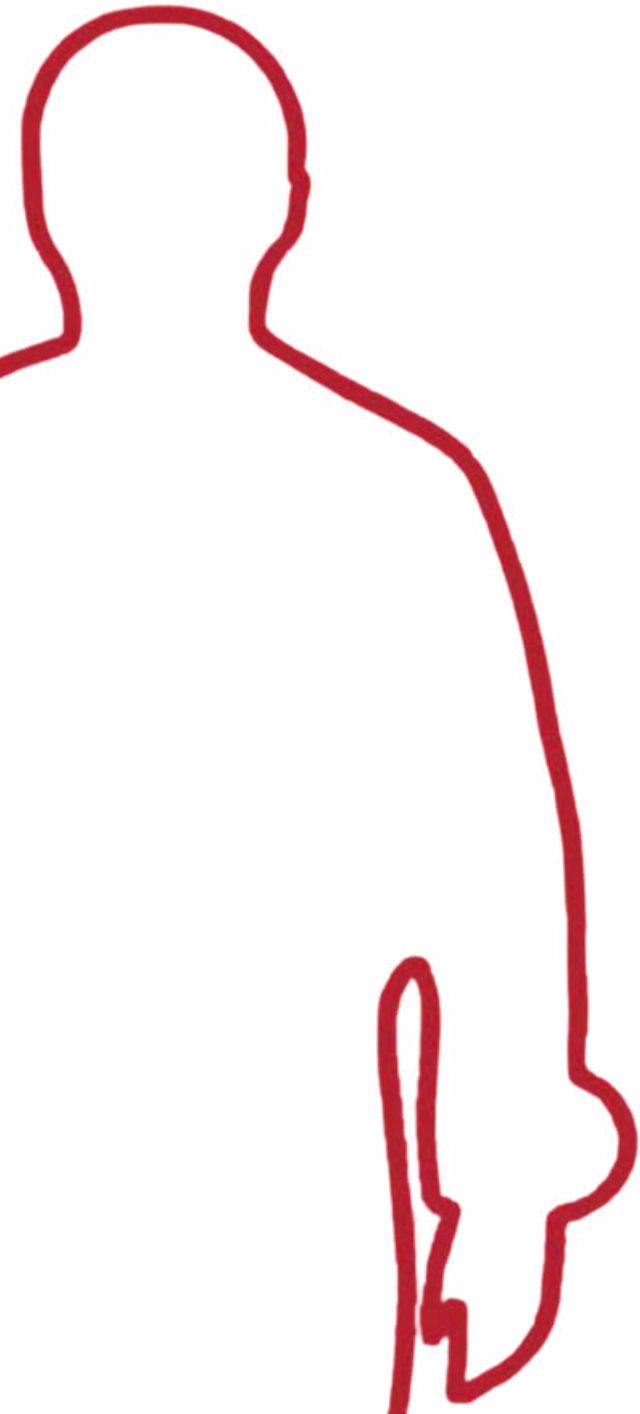
A lot of time has passed and this area of the market square and the fairgrounds has changed a lot to become today's Gourmet Village dedicated to the Art of Living.□

The committed cook has gradually become the chef of a very lively village where celebrities and ordinary people alike come to live a tasty experience sometimes tinged with emotion.□

It is also a moment of exchange with always unique and appreciated encounters.□

A first Guest Book was opened in the 1960s on the occasion of my meeting with Raymond Loewy, a renowned designer and, for me, an incredible visionary. Born before the last century, he was faithful to our house for 3 generations. It is undoubtedly out of gratitude that I made this judicious choice to reproduce his 1966 drawing: a premonitory rainbow oriented towards a small plane, another wink for me captioned “towards the 3 stars”. I keep memories of our long, very enlightening conversations. It is to him that I owe this idea of bringing together around thirty houses and adjoining businesses to beautify them over time and create this harmonious protected village. around the family restaurant. “

Raymond Loewy  
à mon ami le maître Blanc.



***La Maison Blanc***  
*nowadays*

# Welcome to the Village

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





# Accommodations in Vonnas



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

It was in 1970 that Georges Blanc undertook to transform the modest family inn into a hotel establishment now classified as five stars and having joined the most famous French luxury chain, Relais & Châteaux, in 1972.  
42 air-conditioned rooms and suites.



LEARN MORE

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



# Accommodations in Vonnas



## HOTEL LES SAULES PARC & SPA

A beautiful half-timbered building by the river with nicely decorated and comfortable rooms.

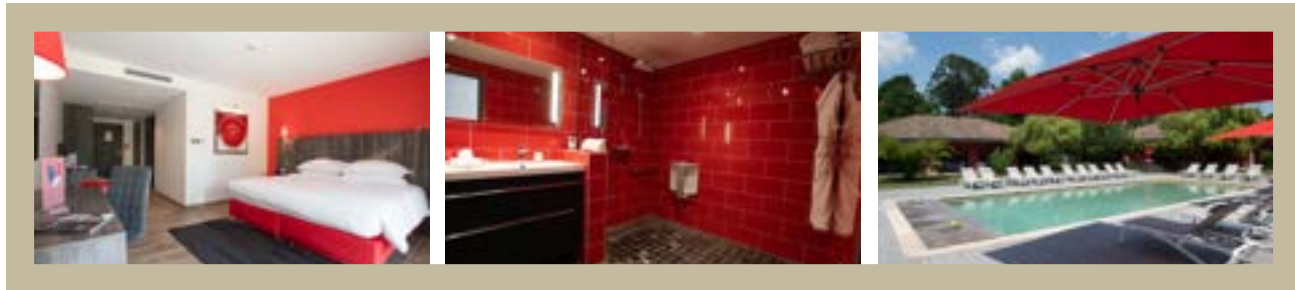
Member of the Teritoria.  
20 air-conditioned rooms.

 Teritoria

LEARN MORE



# Accommodations in Vonnas



## HOTEL DU BOIS BLANC \*\*\*\*

A place where unspoiled nature houses this hotel with 18 air-conditioned rooms on one level, bright and modern, with private terraces around a magnificent swimming pool.

Member of Teritoria.

 Teritoria

LEARN MORE

# Accommodation in Beaujolais



## HOTEL LES MARITONES in Romanèche Thorins

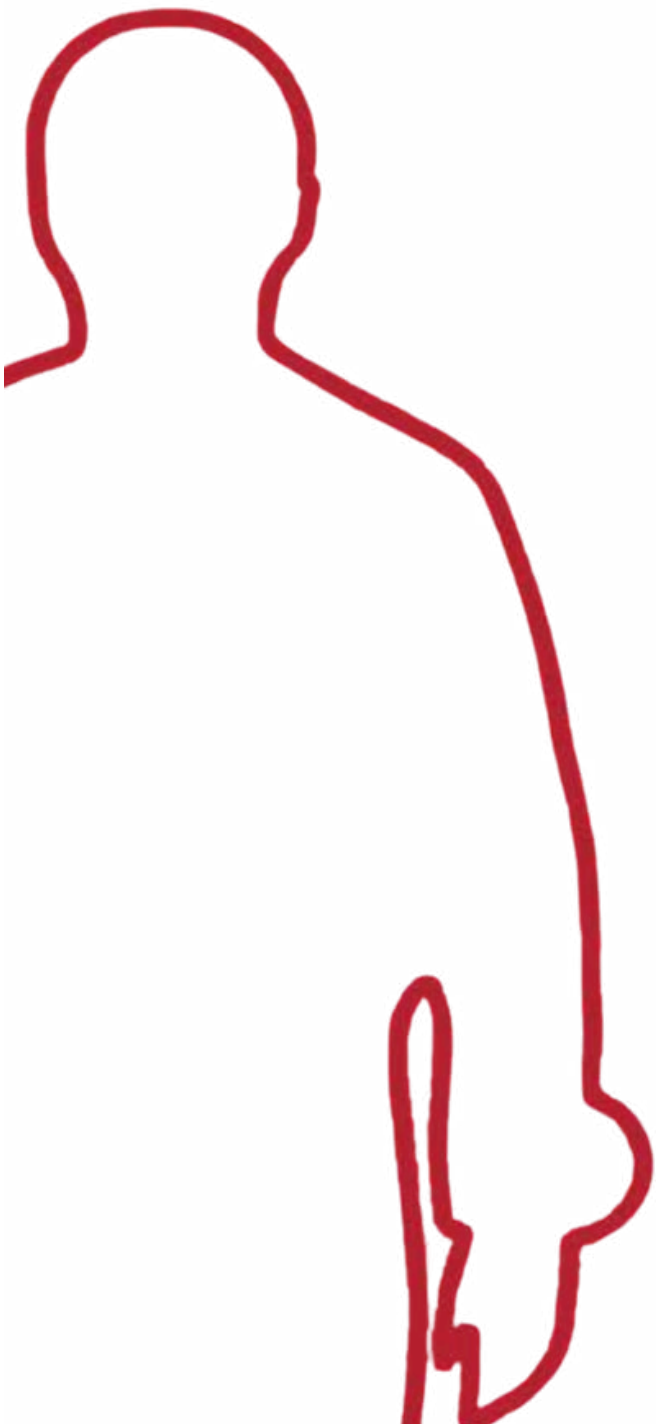
The Hôtel des Maritones \*\*\* in Romanèche-Thorins is ideally located in an old 19th century farmhouse, completely renovated, in the heart of the Moulin à Vent region in Beaujolais.

41 air-conditioned rooms with cozy comfort, modern decoration and a spa complete the offer. 15 minutes from Mâcon and 35 minutes from Lyon. Member of Teritoria.

Ω Teritoria

LEARN MORE



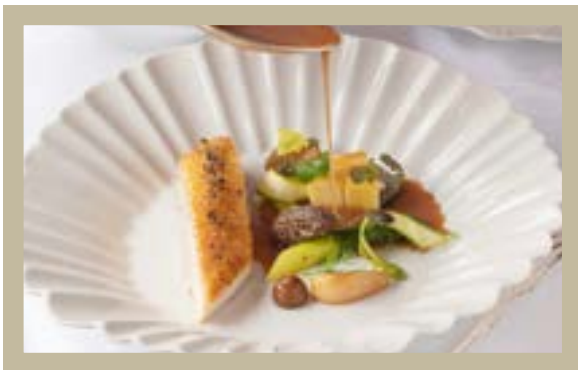


***Restaurants***  
*in Vonnas*



## L'Ancienne Auberge 1900

This **authentic** restaurant highlights the **richness** of the **mother's cooking** repertoire with family dishes with regional **accents**.



*The famous "Poularde de Bresse"*



## Restaurant Georges Blanc

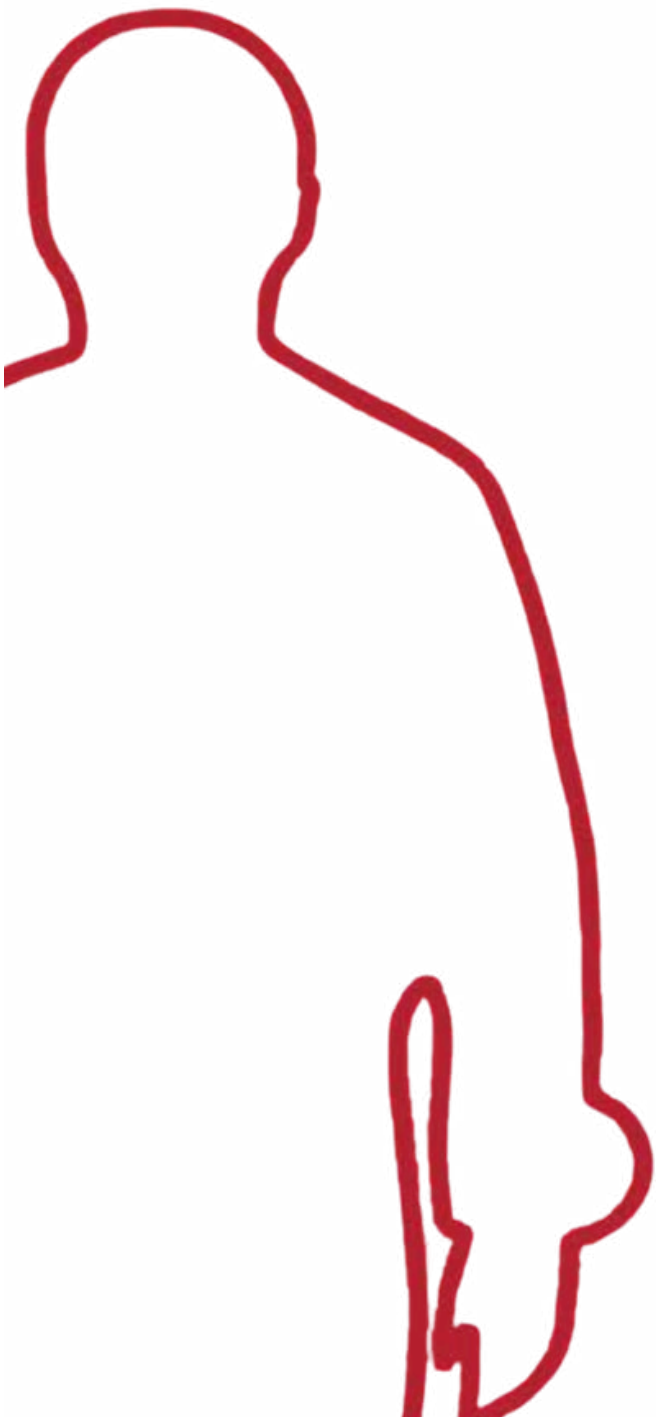


This gourmet restaurant is the eldest Michelin-starred restaurant in the world. **Since 1929**, the Blanc family's cuisine has shined in the **Michelin Guide** with quality dishes and unforgettable sauces. The wine list brings together **the best of 140,000 bottles**, making the cellar one of the richest in the world...

## 2 min drive form the Village La Terrasse des Étangs

Restaurant located in a beautiful open glass roof in **the heart** of the large park surrounded by two beautiful **water features**.





***Restaurants***  
*In the region*

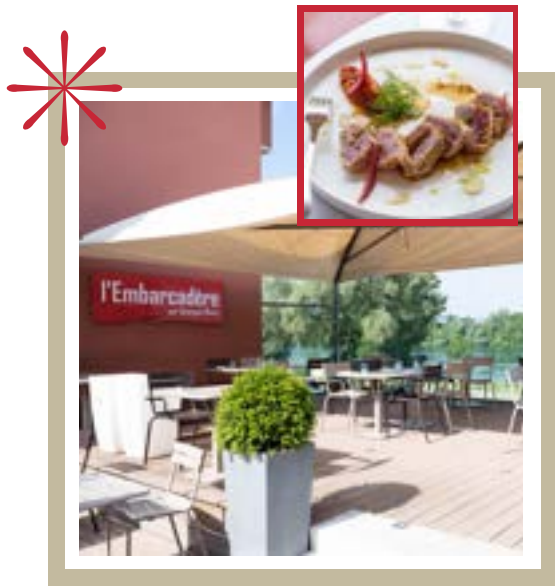


## L'Embarcadère

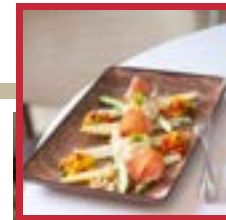
in Villefranche sur Saône

### A gourmet break along the Saône.

The large shaded terrace is ideal for lunches by the water when the large glass spaces allow you to enjoy the surrounding nature.



# Restaurants In the region



## Le Rouge et Blanc in Romanèche-Thorins

### From the Vine to the Plate.

The restaurant at the Hôtel Les Maritonnés located in Beaujolais prepares regional recipes made from quality seasonal products.

A large sunny terrace in the middle of a large landscaped garden invites you to relax on sunny days.

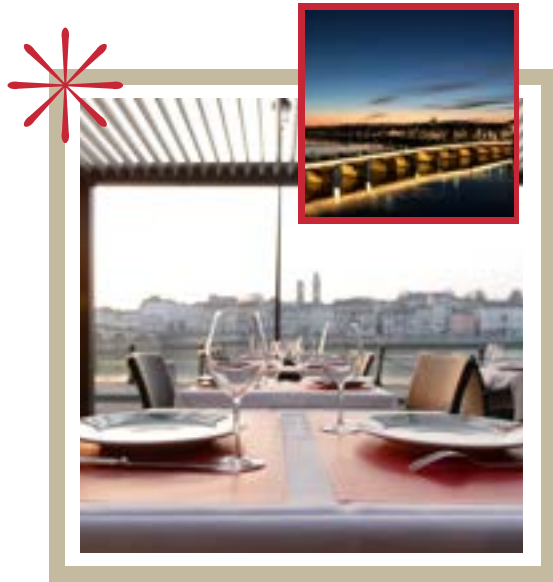




**Le Saint Laurent**  
in Macon

**Marine cuisine** from Val de Saône.

On the banks of the Saône with a breathtaking view of Mâcon and the old 11th century bridge.



*Restaurants*  
In the region

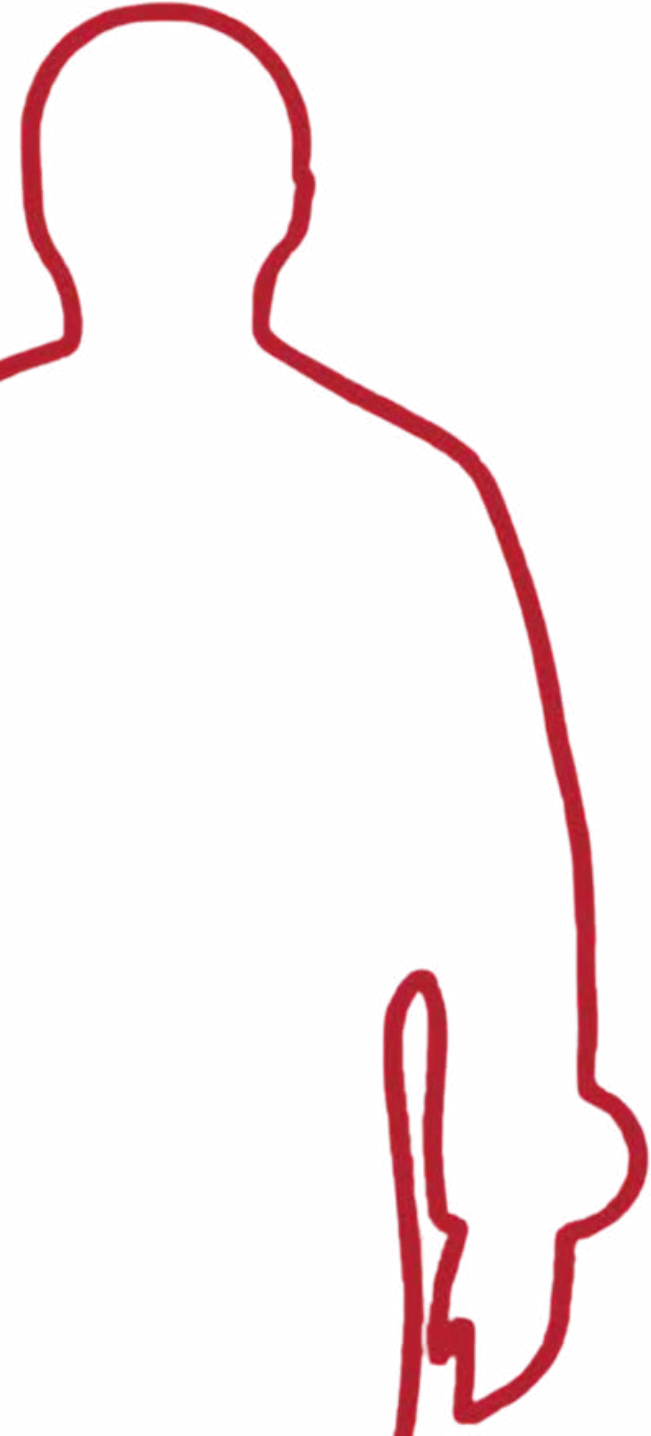


**Place Bernard**  
in Bourg en Bresse

**Today's Cuisine**  
throughout the Seasons.

Under a beautiful glass roof in the heart of Bourg-en-Bresse, Place Bernard revisits the best of local gastronomy.





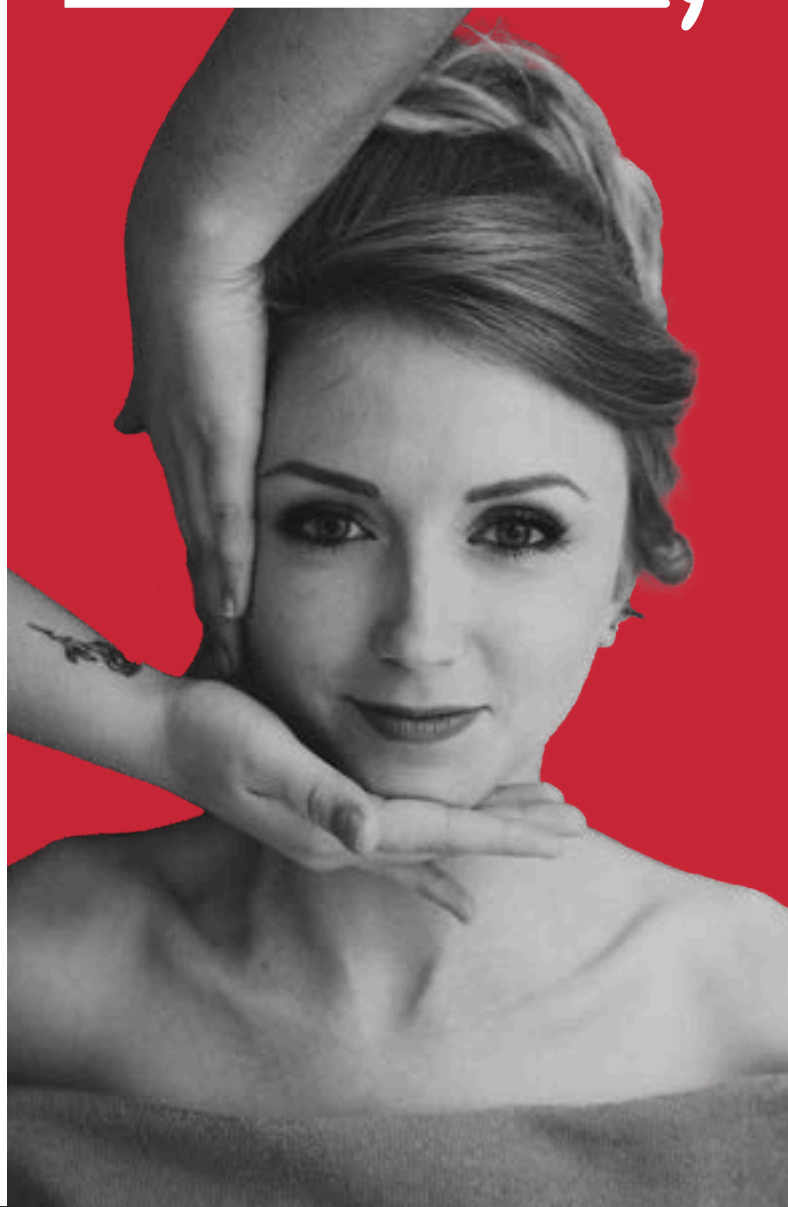
# *Wellness* Areas

**Georges Blanc Spa**  
in Vonnas

Covering more than 1000 m<sup>2</sup>, the Georges Blanc SPA offers a unique, calm and voluptuous experience to visitors.

3 swimming pools, a sauna, a hammam and 4 treatment cabins are part of the services.

On several occasions, the spa has won the "World Luxury Spa Award", the pinnacle of success in the luxury spa industry offering international recognition.

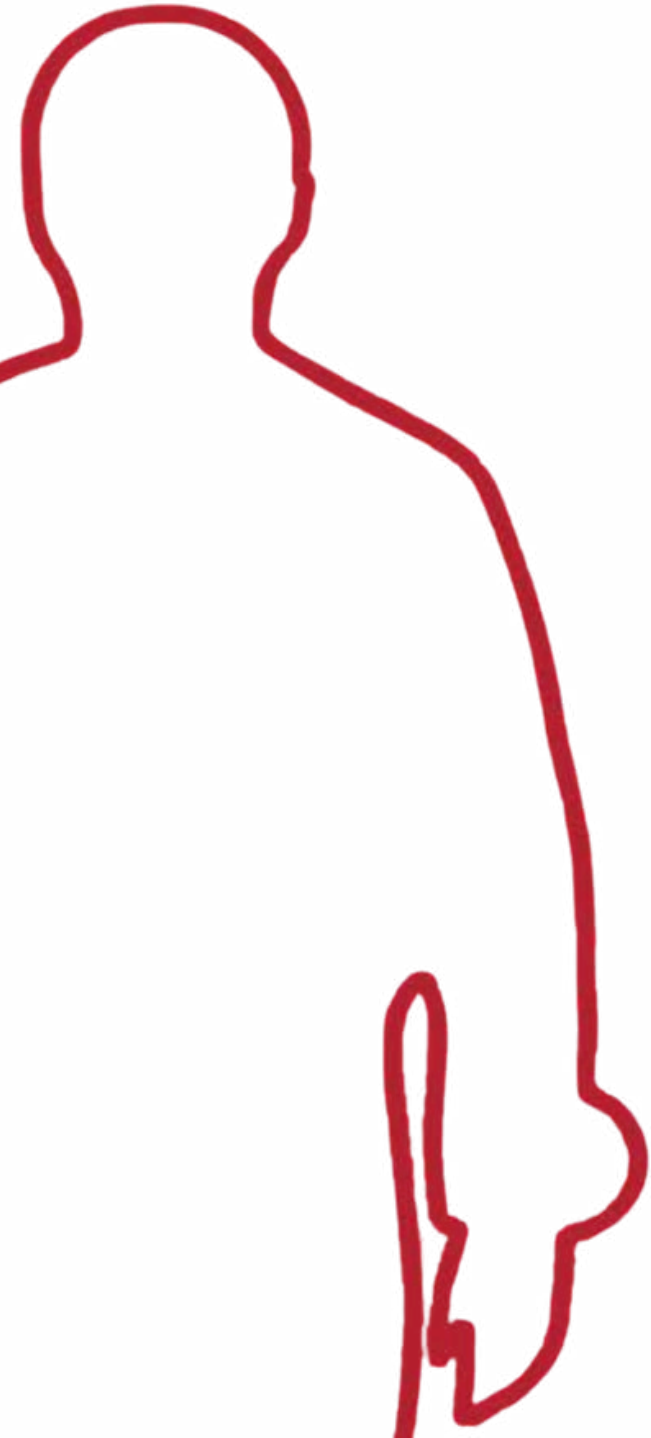


*Spa*  
and well-being



**Spa des Vignes**  
to Romanèche  
Thorins

In the middle of the Beaujolais vineyards, the Spa des Vignes offers a unique moment thanks to its indoor-outdoor swimming pool, its sauna with a view of the park and relaxation rooms.



***Meeting Room***  
*in Vonnas*



## The Château d'Epeyssoles in Vonnas

For your events of up to **200 people**.



*Château*  
**D'EPEYSSOLES**  
RÉCEPTIONS ET ÉVÈNEMENTS

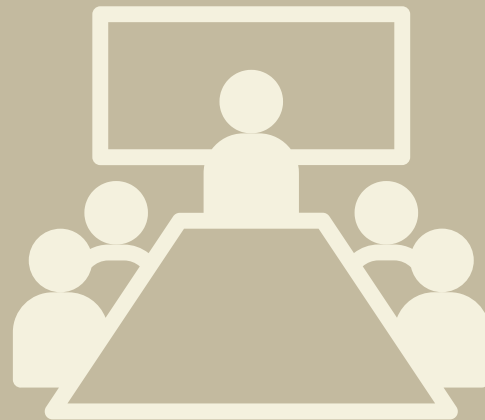
On the heights of Vonnas, less than 2 km from the "Village Blanc", an exceptional estate of 14 hectares awaits you. Two large ponds, its meadows and its woods with centuries-old trees arranged around it give this castle a Tuscan feel. The Hôtel du Bois Blanc \*\*\*\* with 18 rooms is included in the rental of this prestigious location.

## The River Side Space in Vonnas

In the heart of the Village Blanc, this seminar space adapts to all requests and allows clients to benefit from the luxurious infrastructures of the Hotel Georges Blanc \*\*\*\*.



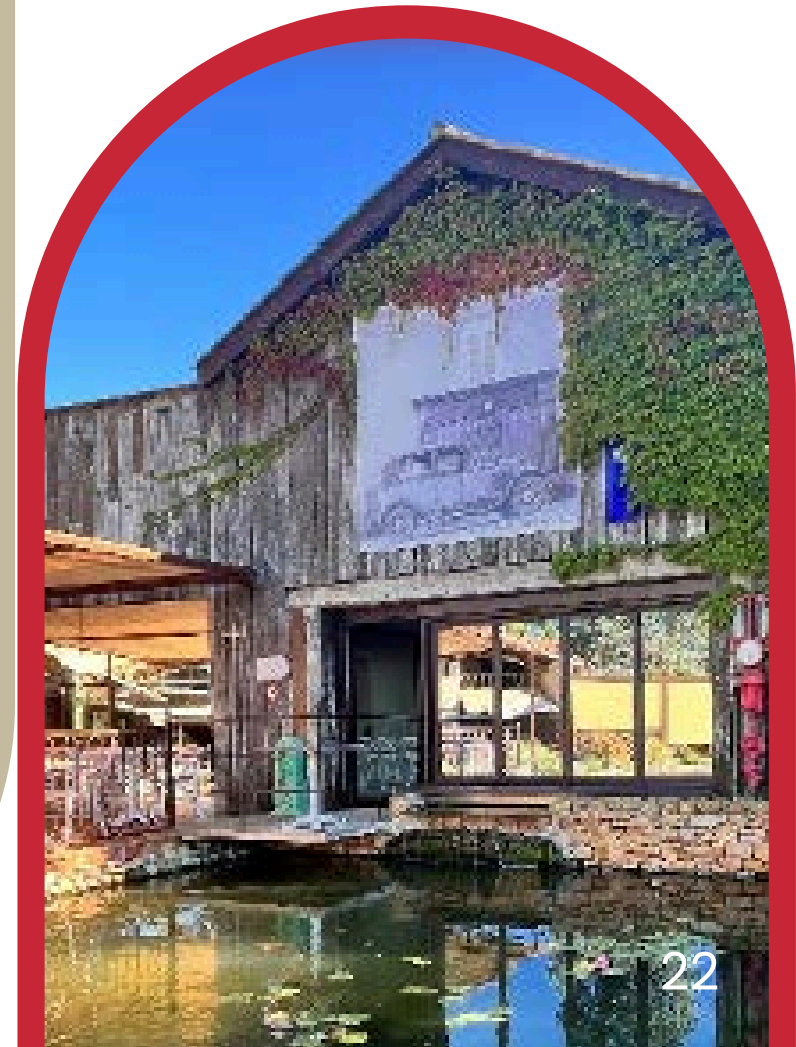
## LOCATION FOR BUSINESS SEMINARS

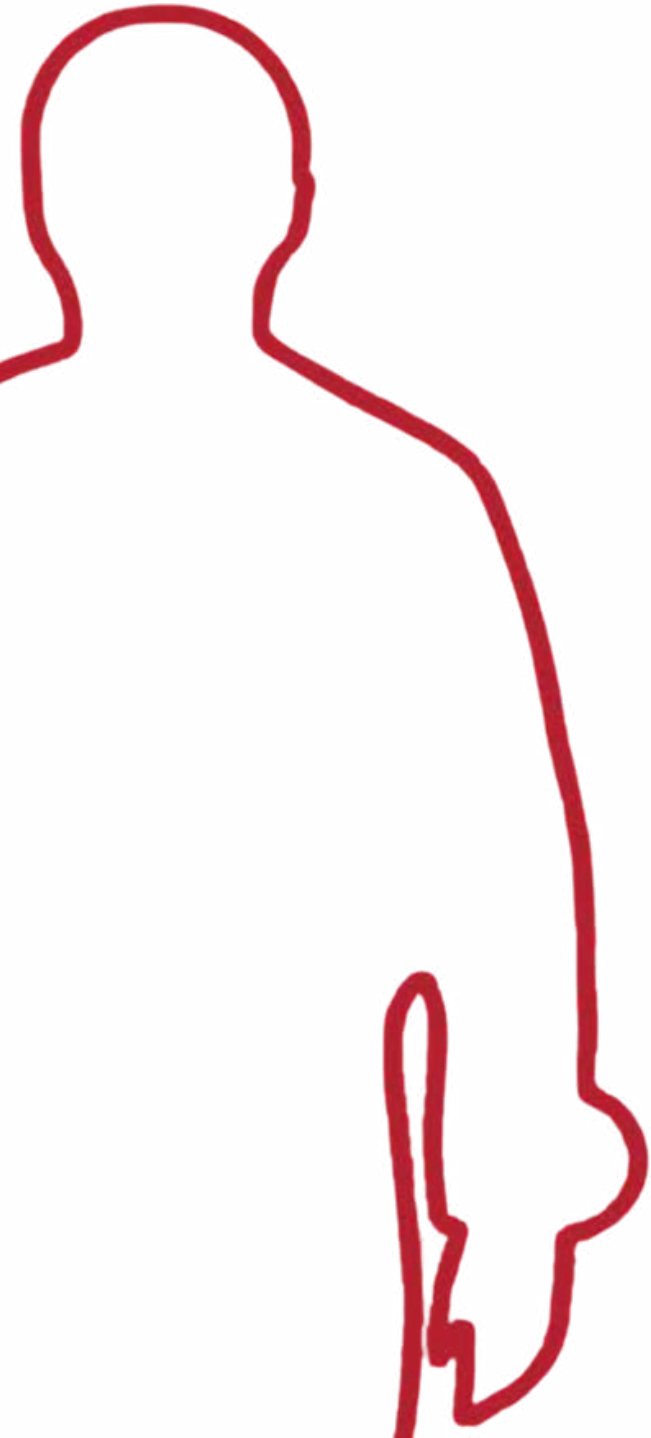


*Georges Blanc*

## “La Grange sur l’Eau” Space in Vonnas

Next to L’Ancienne Auberge, this half-seminar, half-restaurant space is the ideal place for your gatherings and aperitifs (max 20 people).





# *Relaxation* Areas



# Shopping Areas

## Maison Blanc in Vonnas

La Maison Blanc is a space of approximately 1500 m<sup>2</sup>, open every day with 4 different worlds dedicated to the art of living...

### The bakery

#### On site or to take away...

The Bakery offers you a wide choice of breads, pastries and pastries made on site.



### The decoration store

#### Tableware, Decoration, Household linens...

**The Gift Shop is full of quality products to tastefully decorate interiors.**



### The gourmet boutique

#### On the ground floor of Maison Blanc

Boutique Gourmande offers a wide choice of quality products.



### “La Cave à Manger”

#### Very eclectic offering of fine wines.

This is the showcase of the gourmet restaurant’s cellar, considered one of the most beautiful cellars in the world.







## Laurent Gerra Cinespace

---

The Village Blanc cinema room can be privatized. This place combines the high technology of dark rooms with ideal comfort conditions.



## Lara's Garden

---

An approved play area has been set up in the Parc du Pigeonnier to allow younger children to have fun.



## Parc du Pigeonnier

---

Day and night, the place leaves room for daydreaming thanks to the different landscaped spaces.



## The Village museum

---

Vonnas and its past are highlighted through an illustrated route linked to the various cultural and tourist places in the department.



# Contact us

## IN VONNAS

Ludivine

Executive Assistant  
+33 (0)7 50 42 94 79  
[ludivine@georgesblanc.com](mailto:ludivine@georgesblanc.com)

## ON THE NETWORKS



**@georges\_blanc\_officiel**