



PRESS KIT 2025



Georges Blanc



Once upon a time...	3
Georges Blanc tells...	5
Le Village Blanc	7
Accommodations in Vonnas	9
Accommodations in the Beaujolais	12
Restaurants in Vonnas	13
Restaurants in the Region	15
Wellness Aeras	18
Reception Venues	20
Corporate Seminar Venues	22
Leisure & Shopping Spaces	23
Contact Us	26



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@georges_blanc_officiel

A red outline of a person's head and torso, positioned on the left side of the page. The outline is simple and stylized, showing the head, neck, and upper body.

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. AOUT 1966

Raymond Loewy
à mon ami le maître Blanc.



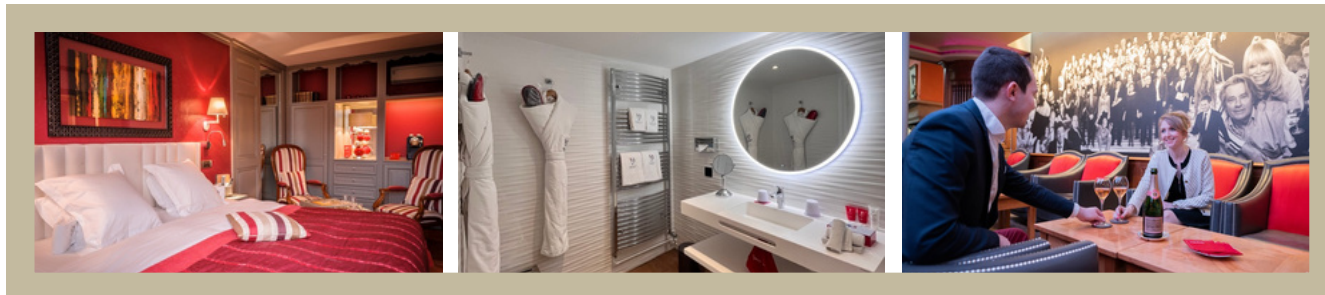
Le Village Blanc

Welcome to the Village

Since 1872, starting from 120 m², 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.

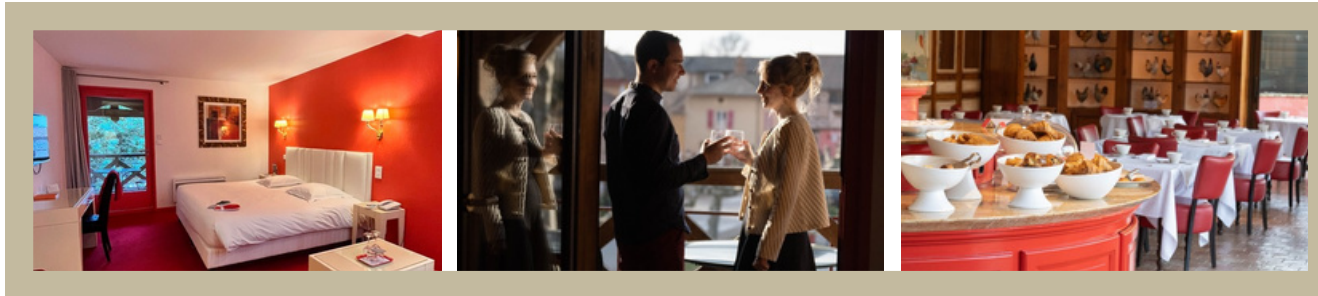


LEARN MORE

www.georgesblanc.com



Accommodations in Vonnas



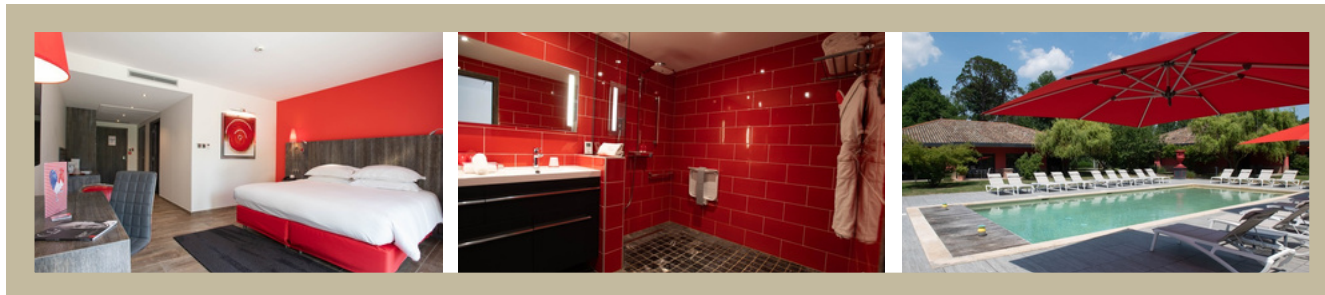
HÔTEL LES SAULES PARC & SPA

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

 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 Maritones ^{***}, 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.

 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

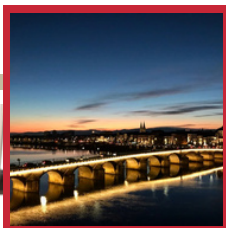


Le Saint Laurent

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

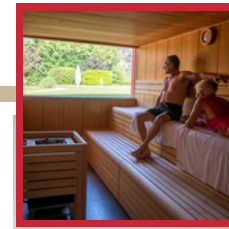
Spanning over 1,000 m²,
the Georges Blanc Spa offers
visitors a unique experience of
calm and indulgence.

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

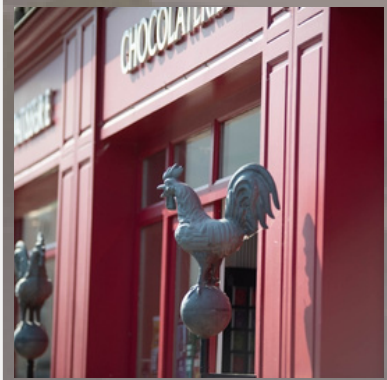
Leisure & Shopping Spaces

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

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



Lara's Garden

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



The Dovecote Park

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



The Village Museum

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

Ludivine Coque

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

Laura Essner

Communication Department
+33 (0)6 73 07 03 16
communication@georgesblanc.com

ON SOCIAL MEDIA



@georges_blanc_officiel