



D'ARTAGNAN

**D'ARTAGNAN WILL CELEBRATE 20 YEARS IN FEBRUARY 2005
New York Braces for Gascon Invasion and Lots of Great Food**

New York, N.Y. – February 2005 – D'Artagnan, the nation's leading purveyor of foie gras, organic game, poultry, pâtés, smoked meats, sausages and many other delicacies, will celebrate its 20th anniversary in February, 2005, with a week of events dedicated to the enjoyment of great food. Founded in 1984 by co-owners Ariane Daguin and George Faison, D'Artagnan has grown from a two-person venture into a 35 million dollar a year business that has changed the way America eats. Ariane and George (a Gasconne and a Texan respectively) have never done things in a small way, and they have enlisted numerous important chefs from the U.S. and France, about 300 friends from Gascony and most of the New York food community to take part in the celebrations. "I know we Gascons are supposed to exaggerate, but this is an accurate estimate. And you will know they are here. I have told them all to wear berets. You will see them all around New York."

At the time they founded D'Artagnan, Ariane and George were both students at Columbia University and supporting themselves by working for a New York pâté company. One day, a farmer from the Hudson Valley arrived, looking for a buyer for some foie gras he had raised. Their employer turned down the opportunity but Ariane (the daughter of a French chef famed for his skill with foie gras and who knew a thing or two about the product) recognized quality. She and George pooled their resources and started D'Artagnan. "We were lucky," says Ariane. "We started the company just when Americans were ready for it. The groundwork had been done by people like Julia Child and Alice Waters who did so much to introduce Americans to fine cooking, and the market was ripe for domestic foie gras." "Supply created demand," adds George. "Once the product was available, chefs wanted it. And then, once they had tasted it in restaurants, so did consumers." D'Artagnan soon added game to their line of products, and their offerings have continued to grow in each of their twenty years and now include wild mushrooms, truffles and sustainably raised caviar in addition to every imaginable use of duck.

Passionate advocates of responsible and sustainable farming, D'Artagnan has been a pioneer in such areas as free range and air-chilled chicken, heritage breed turkey, organic game and humanely raised veal. "The best meat comes from healthy animals that have been subjected to the least possible stress," says Ariane. "Over-crowding, inferior feed or any other unsatisfactory conditions will show up in the final product."

D'Artagnan's 20th anniversary celebrations will take place over nine days, from February 20 to 28. Guests will include members of *Les Nouvelles Mères Cuisinières*, an association of acclaimed women chefs of which Ariane is president. Each "mère" (and three male "honorary mères") will be the guest of a prestigious New York restaurant, and will join the host chef in preparing special dishes. Participating "mères" and host restaurants include:

- Anne Desjardins (*L'Eau à la Bouche* in Quebec) at *Aureole*
 - Caroline Rostang (*Michel Rostang Restaurants* in Paris) at *Daniel*
 - Christine Ferber (*Maison Ferber* in Niedermorschwihr in Alsace) at *Alain Ducasse at the Essex House*
 - Hélène Darroze (*Hélène Darroze* in Paris) at *Modern at MoMA*
 - Lea Linster (*Le Restaurant* in Luxemburg) at *Bull and Bear* in the *Waldorf-Astoria*
 - Nicole Fagegaltier (*Restaurant du Vieux Pont* in Belcastel) at *Gaby's* in the *Sofitel*
 - Barbara Lynch (*No.9 Park* in Boston) at *Tribeca Grill*
- and
- Jean Pierre Xiradakis (*La Tupina* in Bordeaux) at *Dumonet* in the *Carlyle Hotel*
 - Philippe Urraca (*Pâtisserie Philippe Urraca* in Auch) will join Caroline Rostang at *Daniel*
 - Thierry Marx (*Relais & Châteaux Cordeillan-Bages* in Pauillac) at *Eleven Madison Park*

Public events will include

- Thursday February 24, 5:30 to 8pm: Cooking demonstration by members of ***Les Nouvelles Mères Cuisinières*** at Degustibus at Macy's.
- Saturday, February 26, noon to 4pm: The ***Duckathlon***. In this event, teams of intrepid "foodies" will visit participating restaurants and businesses, taste a special dish or wine, answer a question or perform a task before receiving directions to their next stop. "This will test their knowledge, capacity and endurance," says Ariane "Only the true gourmands will be left at the end!"
- Sunday, February 27, noon to 4pm: The ***Decadent Lunch*** to benefit the Jean-Louis Palladin Foundation, in which several "mères" will each prepare one course in a different prestigious restaurant and diners will be transported between establishments in a chartered luxury bus.
- **Consumer promotion** (through June 30): Consumers can send in five D'Artagnan labels from products they have bought to receive a complimentary copy of the *Glorious Game Cookbook*.

Friends of D'Artagnan

The following friends of D'Artagnan are joining to make this an unforgettable anniversary:

- **Groupe Accor** (special thanks to the Sofitel New York)
- **Le Club des Marques Armagnac:** Cames, Tariquet, Laubade, Darroze, Larressingle and Samalens
- **Chateau Lynch Bages** and **Circus**
- **Château Lascombes**
- **Château-Vieux-Robin**
- **Tariquet** Cotes de Gascogne and **Magenta Chateau Peyros** Madiran provided by **Baron Francois**
- Les Laguioles "**Baladéo**"
- **New York restaurants:** Alain Ducasse at the Essex House, Auréole, Daniel, db Bistro Moderne, Dumonet, Eleven Madison Park, Gaby's, Jean-Georges, Mix d'Alain Ducasse, Modern at the MoMA, Per Se, Tribeca Grill and Waldorf Astoria
- **Maison de la France / French Government Tourist Office.** Comité Régional de Tourisme de Midi-Pyrénées

For more information, the public is invited to visit www.dartagnan.com

Media Contact:

Teuwen One Image
212-244-0622 or team@teuwen.com

All for one, Food for all!