

SIAL 2016 PROGRAM

www.theciaa.org



**CHEESE IMPORTERS
ASSOCIATION OF AMERICA**



OCTOBER 15 - 19



SATURDAY, OCTOBER 15TH

Wine & Cheese Cocktail Party!

Enjoy fine wine and cheese at the InterContinental Paris Le Grand Hotel. All CIAA Members are invited to attend this event,

Event runs from 6:30 pm to 8:30 pm.

Sponsored by Lactalis Deli, USA



SUNDAY, OCTOBER 16TH

SIAL Meeting

All SIAL members are welcome to attend a meeting with the SIAL Board of Directors for an opportunity to hear from our hosted Retailer guests and to learn what they'd like to accomplish from the SIAL trip. The meeting will take place from 8:00 am to 9:00 am at the InterContinental Paris Le Grand Hotel.

Day at SIAL

Bus transportation available for those with CIAA Transport Pass.

Bus departs from hotel at 9:15 am. Bus pick-up from SIAL event at 4:30 pm (back in the hotel by 6:15 pm)

Transportation Sponsored by The Ambriola Company, Inc.



Evening: Dinner at L'Alcazar.

Savor the lighter touches of classic French cuisine under the refined ambiance of the city's lights. What once was a fashionable cabaret, the atmosphere now resembles a modern art gallery with a pleasant touch of the countryside.

Bus departs from hotel at 7:30 pm. Bus pick-up from restaurant at 10:30 pm (back in hotel by 11:30 pm)

Sponsored by Norseland, Inc



MONDAY, OCTOBER 17TH

Day at SIAL

Bus transportation available for those with CIAA Transport Pass.

Bus departs from hotel at 7:40 am. Bus pick-up from SIAL event at 4:30 pm (back to the hotel by 6:15 pm)

Spouse/Guest Trip: Tour to Ile de la Cité and its Monuments

Take part in a sensational tour of the Cradle of Paris: The Island of the City, home to several symbolic monuments of old Paris: Notre Dame, the Palais de Justice and The Sainte Chapelle. Visit the Sainte Chapelle now that the restoration of its fabulous glass windows is completed as well as the Conciergerie, a former prison during the French Revolution. Tour runs from 9:00 am to 3:30 pm and includes all entrance fees and lunch.



Evening: Dinner at Lapérouse

“La Maison Lapérouse” has come to symbolize the highest of French gastronomy. Indulge in a spectacular evening, where we will tour the famous “petitis salons” followed by a decadent dinner overlooking the Seine river.

Bus departs from hotel at 7:30 pm. Bus pick-up from restaurant at 11:00 pm (back at hotel by 11:30 pm)

Sponsored by Anco Fine Foods and Ornua North America.



TUESDAY, OCTOBER 18TH

Day At SIAL

Bus transportation available for those with CIAA Transport Pass.

Bus departs from hotel at 7:40 am. Bus pick-up from SIAL event at 4:30 pm (back at the hotel by 6:15 pm)

Exclusive Retailers Event

Special Hypermart visit planned and hosted by CIAA.

Bus departs from hotel at 7:15 am

Sponsored by Mifroma USA.



Gala Dinner

Evening: Take delight in an exquisite gala dinner at Le Palais Vivienne in downtown Paris to celebrate the “Cheeses of France/Europe”! This exclusive event takes place in one of those hidden treasures that gives its hallmark to Paris. Palace Vivienne’s construction dates back to the Sun King, Louis XIV and through the centuries, the building has seen many illustrious personalities such as Matisse and Picasso.

Bus departs from the hotel at 7:30 pm. Bus pick-up from restaurant at 11:00 pm (back at hotel by 11:30 pm)

Organized and sponsored by The Cheeses of France Marketing Council.

WEDNESDAY, OCTOBER 19TH

Trip to Loire Valley

The day will commence with a visit to the *Cointreau factory* and showroom to learn about the heartwarming liqueur produced since 1849 in Angers. The guided tour of the distillery will include the alembic room with its gleaming copper-pot stills and the bottling plant ending with a Cointreau cocktail demonstration and tasting.

Transportation to *Brissac Castle*, the tallest castle in France, with its seven stories and 204 rooms, is named the “Giant of the Loire Valley. Since 1502, it has been the residence of the Lords of Brissac and it is today the home of the 13th *Duke of Brissac who will host us in person* and guide us through his castle.

Later, we will enjoy an aperitif in the Golden Drawing Room, followed by a gourmet lunch in the Gallery of Paintings. An open air cheese market will be displayed in one of the courtyards with a continuation of the guided tour of the park with the Duke.

Bus departs from hotel at 7:30 am and returns at 6:30 pm.

This event is sponsored by Arthur Schuman, Inc., Arla Foods Inc. USA, Emmi Roth USA, and Best Cheese Corporation.



SCHUMAN CHEESE
SINCE 1945



BEST CHEESE
CORPORATION



ONLY CONFIRMED PRE-REGISTERED GUESTS CAN ATTEND EVENTS.

Please respect the times noted for bus departures.

Buses will depart on schedule from the points indicated. This is a tentative schedule and is subject to change.

You will receive an updated schedule upon arrival in Paris.



The CIAA would like to thank our SIAL committee and organizers:

Chairman Jens Bang Pedersen • Anne Barone • Sheila Crowley
 Anne de Guisti • Nicolas Lecuqu • Thomas Phiebig • Daniel Schnyder
 Philippe Surget • Annette Summers

ADDITIONAL INFORMATION OF INTEREST

SIAL TRADESHOW BADGES: SIAL badges are not included as part of the package. Badges can be purchased at www.sial.fr. Your e-badge will enable you to enter all the exhibitions: SIAL, IN-FOOD and IPA, from 16 to 21, October 2016.

HOTEL: In the 9th district at the center of Paris, the Empire-style hotel faces the Opéra Garnier and is steps from the Opera metro station. In addition, the Louvre Museum and Place Vendôme are within 1 km of the hotel. Registered as a French Historic Monument, the InterContinental Paris Le Grand features a full-service spa, 24-hour fitness center, free WiFi, bar, and two restaurants, one with an outdoor terrace facing Opera Square. Decorated in the Second Empire style, the 470 guestrooms at the InterContinental Paris Le Grand feature premium bedding, satellite television, high-speed wired Internet access (surcharge), and direct-dial phones.

TRANSPORTATION: The quickest and easiest way to get around the city is by Paris Metro and RER. With around 300 metro stations clearly marked by big yellow “M” signs and convenient operating hours (Opening at 6:00 am and closing as late as 2:15 am on Friday and Saturday), you will never have to worry about finding a cab and then sitting in traffic. The RER system is faster than metro because it stops at fewer places. There are a variety of options for passes during your stay in Paris including the weekly “Carte Orange” pass which offers unlimited travel for the time you are there. These passes are offered at offices or machines in the stations, their prices vary depending on the travel zones covered.

TIPPING POLICY: In restaurants and cafés, a service charge of 15% is included in prices by law (“service compris” should be written on the menu). Tipping is not necessary unless you are very satisfied with the service.

CLIMATE/CLOTHING: Spring and Fall: 45-60°F; Winter: 30-45°F. Bring comfortable shoes, a sweater, clothes you can layer and an all-weather coat. Jacket and tie and cocktail dress are required at some of the finer restaurants.

MONEY: Your credit card will enable you to withdraw cash in euros 24 hours a day at the hundreds of automatic cashpoints in the city. They often give you the choice of instructions in French, English or other languages. The majority of international cards are accepted by cash dispensers at the principal French and foreign banks. However, not all banks provide a currency exchange service. Banks and exchange bureaus, such as the CCF, fix their rates according to the market which fluctuates from day to day. All rates should be displayed outside the agency. The exchange rate is correct if the difference between buying and selling rates is approximately 5%.

TERMS AND CONDITIONS: Responsibility: The tour member, by acceptance hereof, understands and agrees that the Cheese Importers Association of America, Inc. or any of its sponsors of this trip shall not be liable to the tour member for any injury, damage, loss, accident, delay or irregularity, liability or expense to person or property suffered by tour member under any circumstances including but not limited to loss, etc., arising from the negligence of, or due to any act, omission or default on the part of any hotel, carrier or other company or person providing or rendering any of the services included in this tour package.

ENTIRE PACKAGE PRICING OPTIONS

SINGLE OCCUPANCY	
4 Night Stay	\$2,500.00
5 Night Stay	\$3,300.00
DOUBLE OCCUPANCY - PER PERSON	
4 Night Stay	\$1,600.00
5 Night Stay	\$2,200.00

INDIVIDUAL PRICING OPTIONS

Event Pricing	\$175.00
Transportation	\$175.00
Hotel Single	\$430.00
Hotel Double	\$450.00
Monday Guest Tour	\$200.00
Wednesday Day Trip	\$475.00

The rates above are member rates; please consult the CIAA website at www.theciaa.org for non-member rates

TRADITIONAL FULL PACKAGES INCLUDE

Four or five nights at the InterContinental Paris Le Grand Hotel right in the center of Paris, very convenient to all sights and transportation. Air-conditioned rooms, double-paned, noise-reducing windows. The Empire-style hotel faces the Opéra Garnier and is steps from the Opera metro station. The Louvre Museum and Place Vendôme are within 1 km of the hotel.

Note: Check out for the 5 Night Stay will be on Thursday, October 20, 2016.

- Daily buffet breakfasts at the InterContinental Paris Le Grand Hotel.
- Daily private bus transportation to and from the SIAL exhibition.
- Admission to all CIAA functions which take place every night
- Transportation to all the functions and excursions.

* The 5 Night package includes the Day Trip to Loire Valley on October 19th.

** Individuals who wish to participate in the Monday Guest tour must purchase tickets separately. Guest tour is not included in the package. Only the 5 Day Hotel package includes the Day Trip on Wednesday, October 19th.

INDIVIDUAL PACKAGES INCLUDE

HOTEL ACCOMMODATION PACKAGE

Reserve your accommodations at the InterContinental Paris Le Grand Hotel through the CIAA website.

- Daily buffet breakfasts at the InterContinental Paris Le Grand Hotel.
- Transportation to SIAL Show sold separately.

TRANSPORTATION PACKAGE

This package includes daily private bus transportation (Sunday, Monday, Tuesday) from the InterContinental Paris Le Grand Hotel to and from the SIAL exhibition. The Bus leaves the InterContinental at 7:40 a.m. on Monday and Tuesday. On Sunday, the bus will leave the hotel at 9:15 a.m. From the SIAL Show, the bus will be departing at 4:30 p.m. on all three days.

A LA CARTE EVENT REGISTRATIONS

Register for each individual event you would like to attend for a truly customized Paris experience. Transportation from the InterContinental Paris Le Grand Hotel is included for the events and excursions you register for. Here are some of you're a-la carte options:

- Daily private bus transportation to and from the SIAL exhibition.
- Admission to all CIAA functions which take place every night.
- Transportation to all the functions and excursions.

HOTEL INFORMATION

InterContinental Paris Le Grand Hotel
2 Rue Scribe | 75009 Paris | France



CHEESE IMPORTERS
ASSOCIATION OF AMERICA

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