



**CHEESE IMPORTERS
ASSOCIATION OF AMERICA**



SIAL 2018



SATURDAY, OCTOBER 20TH

6:00 pm to 8:00 pm

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. *This event sponsored by Lactalis Deli Inc.*



motto “love, eat, drink and sing.” At the end of 19th century, it became a meeting place for such artists as Pissaro, Van Gogh, Cezanne and Toulouse -Lautrec. For the past 45 years, it has been a family business. From the foot of Montmartre Hill, we will board a private train that will take us in front of the Sacré Coeur church. Our local guides will then lead us to the famous Place du Tertre where we will have time to browse around before reaching our restaurant. *This event is sponsored by Norseland, Inc.*



MONDAY, OCTOBER 22ND

Day at SIAL

Join the CIAA for transportation to/from the SIAL Trade Show. Bus transportation included with SIAL package. Individuals can purchase transportation pass outside the standard package.

Guest Tour: “LE FOODING” Cooking Course

“Food is central to everything and, as such, is a great window into French culture.” Le Fooding chef Fred Pouillot is eager not only to share his knowledge and the technical aspects of cooking but also numerous stories about French cuisine and dishes. The morning course will start by a visit at a nearby food market and will include explanations about the Parisian markets as well as the various products which will be purchased. We will return to the Fooding kitchen in time for a hands-on cooking session, with plenty of tips and tricks! We will prepare a 3 course lunch with seasonal products and, of course, we will enjoy the meal we prepared while having a chance to discuss and exchange with chef Fred. *This event is not included in the 4 or 5 night package. Please register for this event separately.*





Dinner at Bouillon Racine

The ‘Bouillon’ restaurants appeared in Paris in 1855 where a single dish of meat and bouillon were served to the workers of Les Halles. There were over 250 Bouillons that became the first chain of restaurants for the working class. Meanwhile the charm of Art Nouveau spread through Europe, restaurants followed the trend and in 1904, a new Bouillon with a luxurious Art Nouveau decoration was born. Today, only a few authentic Bouillons remain, such as this one in Racine Street, in the heart of the Latin Quarter, which features the most Baroque style of Art Nouveau. Completely

renovated, and classified as a Historical Monument, the Bouillon Racine offers an immersion in Parisian life of the 1900s. *This event is sponsored by Atalanta, Coombe Castle, and Snowdonia*



TUESDAY, OCTOBER 23RD

Day at SIAL

Join the CIAA for transportation to/from the SIAL Trade Show. Bus transportation included with SIAL package. Individuals can purchase transportation pass outside the standard package.

Gala Dinner

This exquisite evening event will once again take individuals to a unique part of Paris for an evening of celebration and fine dining. ****This event will be limited to 100 people****
Exclusive evening, organized by the French Milk & Dairy Board.



WEDNESDAY, OCTOBER 24TH

Trip to Livarot Cheese Village, D-Day Sites and Beaches

The day will start with a visit to Graindorge, where you will savor the authentic taste of traditional Normandy cheese. Established in 1910 in Livarot, in the heart of the Pays d’Auge, a region known for its rich and fertile soil, the Graindorge cheese dairy produces some of the most famous French PDOs: Livarot, Pont l’Evêque, Normandy Camembert and Neufchâtel. With a focus on sustainable development, the Graindorge dairy received the Social Responsibility Label in 2015; the methods may have changed, but the spirit

remains the same: tradition, simplicity, indulgence. The Graindorge dairy has been welcoming visitors since 2004; thanks to its unique concept, guests discover how the cheeses are made from the moment the milk is delivered until they are packaged.

From there, we’ll dine in a specially reserved restaurant. On June 6, 1944 the Allies opened a new European front against the troops of the Third Reich during the second World War. This date became known as D-Day. It was the largest military operation in history, which marked the beginning of the Battle of Normandy and would lead to the end of WW2. More than 150,000 soldiers from America, Britain, Canada and many other nations landed by sea and air on a number of beaches along the Normandy coastline.

We will first visit the D-Day museum, which overlooks the beach and the Mulberry Harbour. From there, we’ll stop at pointe du Hoc, overlooking the hundred-foot high cliffs between Utah and Omaha beaches. It was one of the key German fortified sites along the Normandy coast. We will visit the famous American Cemetery near the town of Coleville. The 170 acre site is home to 9387 white marble headstones and pays tribute to the American soldiers that died during the battle of Normandy. Join us for this historical and educational day!

This full day of events is sponsored by Arla Foods, Inc, Best Cheese Corporation, FrieslandCampina, Gourmet Foods International, and Schuman Cheese.



dairy specialists



TRADITIONAL FULL PACKAGES INCLUDE

Four or five nights at the InterContinental Paris, located right in the center of Paris, very convenient to all sights and transportation.

Note: Check out for the 5 Night Stay will be on Thursday, October 25.

- Hotel stay and 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
- Note: the five night package includes the Wednesday trip to Livarot Cheese Village, D-Day Sites and Beaches

Note: Individuals wishing to participate in the Monday Guest Tour must purchase the tour separately as it is not included in the package pricing.

A LA CARTE EVENT REGISTRATIONS

For those who do not wish to purchase the four or five night package, we invite you to purchase the specific areas of the trip that most interest you. The options available to purchase outside the package include:

- Daily private bus transportation to and from the SIAL exhibition

- Individual hotel reservations at the InterContinental Paris Le Grand Hotel
- Registration for specific CIAA evening events
- Monday guest tour
- Wednesday day trip to Livarot Cheese Village, D-Day Sites and Beaches

ENTIRE PACKAGE PRICING OPTIONS

Single Occupancy

4 Night Stay **\$2,500**
5 Night Stay **\$3,300**

Double Occupancy

4 Night Stay **\$1,600**
5 Night Stay **\$2,200**

A LA CARTE PRICING OPTIONS

Individual Event Pricing	\$175.00
Transportation to/from Show from Intercontinental	\$175.00
Hotel Single Occupancy, per night	\$440.00
Hotel Double Occupancy, per night	\$470.00
Monday Guest Tour	\$200.00
Wednesday Day Trip	\$475.00

HOTEL INFORMATION

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

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