

FOOD AND BEVERAGE

Printemps touts France's culinary savoir-faire in food hall opening

January 10, 2018



Printemps' food hall concept will sell all French products. Image credit: Printemps

By STAFF REPORTS

French department store Printemps is showing it has good taste in the literal sense with the opening of the Printemps du Got food halls.

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Printemps opened its first-ever dedicated food department on Jan. 10 within Printemps de l'Homme, the retailer's menswear building also located on Paris' Boulevard Haussmann. The dining hall concept was inspired by founder Jules Jaluzot's 153-year-old vision of a "Grand Magasin Printemps" as big market where "everything is new, fresh and pretty" as though it is spring, or printemps.

A taste of France

In English, Printemps du Got translates to Printemps of Taste, a suitable name for two floors of French culinary delights.

Located on the top two floors of Printemps de l'Homme, the retailer has completely revamped the space to make way for open-air kitchens, a fresh produce section and an "essential delicatessen," among other stations.

To select what would be included in Printemps du Got, the retailer traveled all of France to meet with culinary artisans to share their foodstuffs with consumers. Printemps explains on its Web site that the only guide for Printemps du Got was "the love of the French terroir."

On the first floor of Printemps du Got, found on the men's department store's 7th story, The Delicatessen area will promote the best of French foods. Highlights include Maison du Chocolat and truffles by Maison Balme, caviar and smoked salmon from Byzance and foie gras from Dubernet.



Printemps du Got is on the 7th and 8th floor of Printemps de l'Homme. Image credit: Printemps

The floor also houses famous wine merchant Den Bacchus, a juicerie, teaseller Palais des Thés and coffee roasters Lomi.

Products sold on the floor will be 100 percent French, including jams, honey, chocolate and candies, vegetables, French fries, soups, sauces, breakfast and cakes, oils, vinegars, salt, pepper and spices, among other foodstuffs.

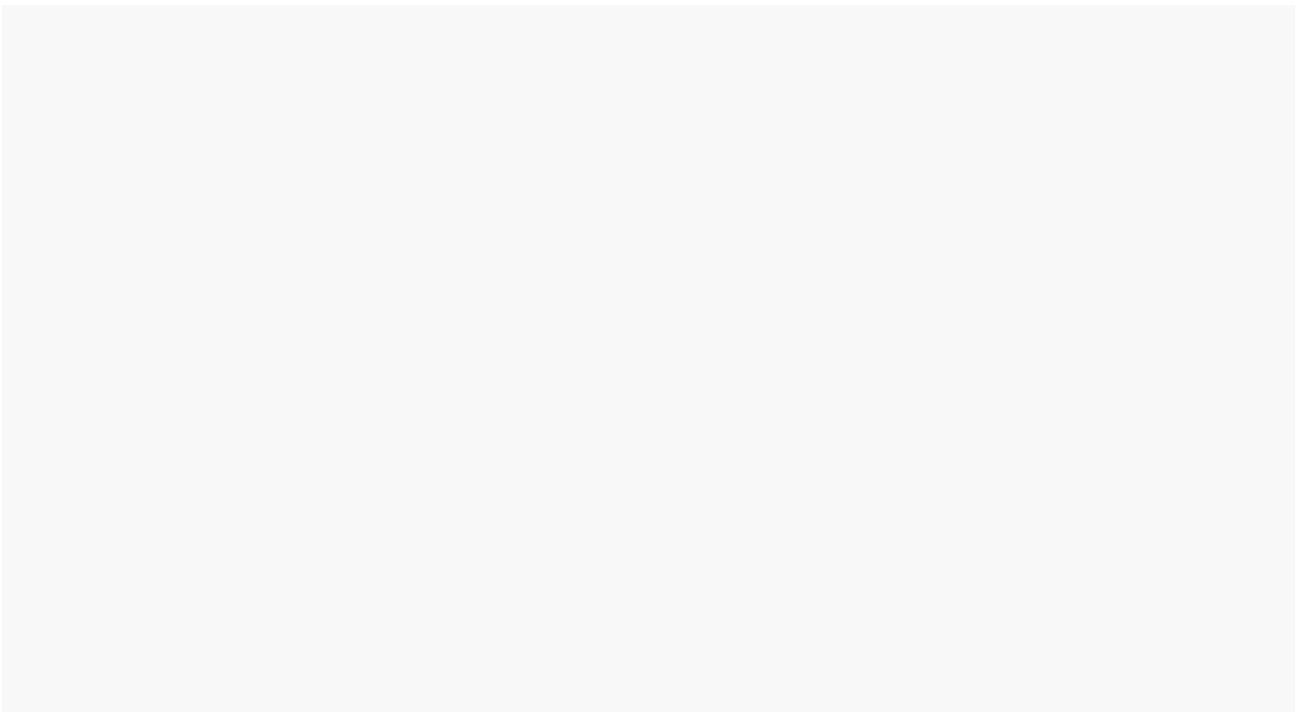
Printemps du Got's second floor on the top story of the Printemps de l'Homme building offers views of the Paris cityscape below alongside seasonal products in The Marketplace.

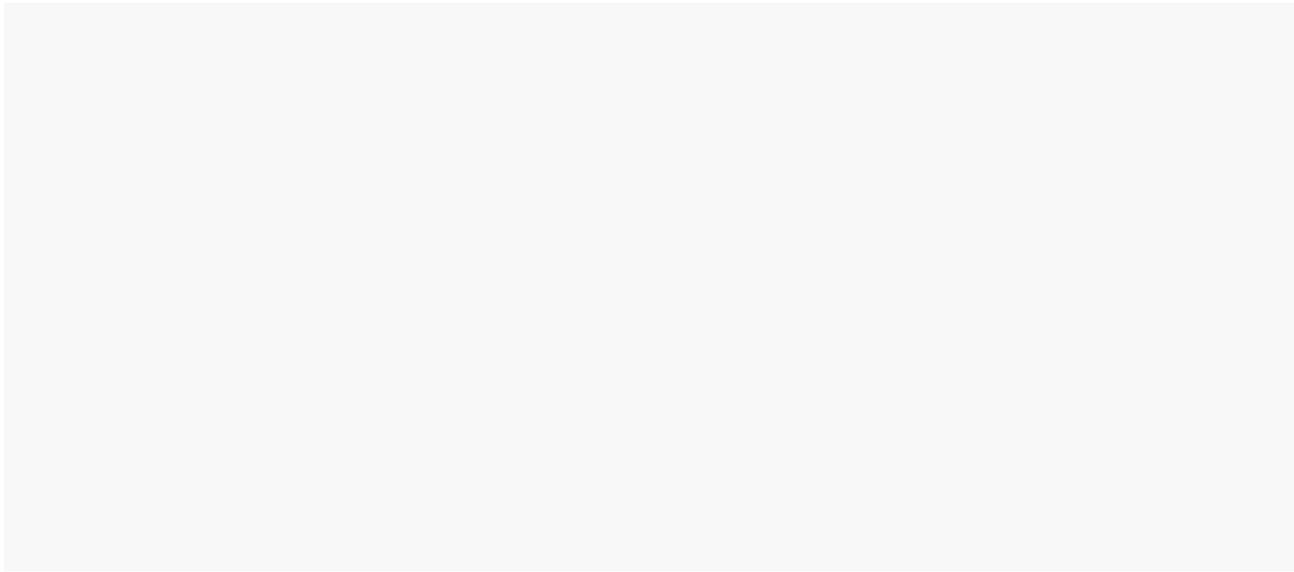
The Marketplace will be a gathering of specialities, tastings, workshops and meeting space for consumers to interact with producers, artisans, winegrowers and chefs from France and Navarre in the Basque region located in between France and Spain.

At launch, Printemps du Got will showcase four of the most creative chefs and craftsmen in the industry: Akrame Benallal, Gontran Cherrier, Laurent Dubois and Christophe Michalak.

For the space Printemps went with a "home-like" ambiance, decorating its food department with glass lampions and lanterns as well as a tasting area with large mosaic countertops decorated with brass for a traditional brasserie feel.

To promote Printemps du Got, the retailer has created a dedicated Instagram account to showcase products, chefs, artisans and events scheduled for the department's debut. On the Instagram, Printemps is also hosting a contest where the winner will be invited to the official Printemps du Got inauguration on Jan. 18.





Le Printemps du got a ouvert ses portes ce matin pour le plus grand bonheur des gourmands et gourmets. N'attendez plus pour venir dcouvrir 2 tages entirement consacrés l'amour de la gastronomie française au 7me et 8me tage du Printemps de l'Homme. A cette occasion, nous faisons gagner 5 invitations pour 2 personnes la soire d'inauguration qui aura lieu au Printemps de l'Homme le 18 janvier prochain. Pour participer : 1 Suivre le compte @printempsdugout 2 Taguer en commentaire l'ami(e) avec qui vous aimeriez venir. Tirage au sort et annonce des rsultats le 16 janvier. Les gagnants devront tre Paris le 18 janvier au soir. #PrintempsduGout #leMarchdansleCiel #inauguration #gastronomiefranaise #frenchfood #epiceriefine

A post shared by PrintempsduGout (@printempsdugout) on Jan 10, 2018 at 7:53am PST

As experiential luxury has become more popular, retailers have looked to increase dwell time through culinary-themed departments and activities.

Harrods, for example, unveiled the first phase of the renovation of its Food Halls with the opening of a new Roastery and Bake Hall in November.

Dubbed "The Taste Revolution," Harrods' two-year remodel plan marks the first major update to its culinary department in three decades. With its roots as a grocer, Harrods is looking to create food concepts that will make it ready for the future ([see story](#)).

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