



PRESS KIT 2020

LOUVRE HOTELS GROUP FOOD UNIVERSITY

CHAUD DEVANT!



CHAUD DEVANT!



“CHAUD DEVANT ! IS THE TANGIBLE PROOF
OF OUR LONG-STANDING PASSION FOR HOSPITALITY,
CATERING, AND KNOWLEDGE TRANSMISSION.”



PIERRE-FRÉDÉRIC ROULOT
CEO OF LOUVRE HOTELS GROUP

Since its inception over 40 years ago, Louvre Hotels Group has never ceased to develop and nurture its love of all things catering. Our expertise shines daily in the kitchens of our hotels and in every meal served to our guests around the world.

For several years now, the Group's teams have endeavoured to share our long-standing passion for gastronomy, hospitality, and knowledge transmission through a venue that is neither fully a hotel, nor a restaurant, nor a university, but a blend of all three.

Standing at the crossroads of genres and disciplines, Chaud Devant ! is a unique and inspiring location entirely dedicated to the transmission of our hospitality and catering expertise. Chaud Devant ! is our very own and unprecedented corporate food university designed to provide training for our staff across all our brands, from 1 to 5 stars and in every country where we are present, in the catering and food service industry.

We couldn't have hoped for a better location than Rungis International Market to house our food university. Indeed, the Rungis MIN is famous for its exceptional variety of quality food products and it certainly is the most symbolic and inspirational location for our teams.

I am therefore extremely happy and proud to announce the opening of Chaud Devant !, and I hope to see you there soon.

BUT WHY CHAUD DEVANT! ?

In France, waiters often shout “Chaud devant !” to mean “Mind your backs” as they storm into dining rooms laden with plates of hot food.

The phrase “Chaud Devant !” is also used in restaurants by waiters and chefs to signal for customers to clear the way.

To name its brand-new food university, the French-based Group has chosen a typically French expression from the catering world that is often heard in kitchens, dining rooms and bars.

Louvre Hotels Group wants to say it loud and clear: here comes its original and innovative food university!

“Chaud Devant !” is a tantalising mix of creativity, growth, and dynamism.



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CHAUD DEVANT!

IN NUMBERS

MORE THAN **350** SQM
DEDICATED TO THE CATERING TRADE



+ MORE THAN **30** IN-HOUSE TRAINING COURSES ON OFFER



+ MORE THAN **150** SQM
OF OUTDOOR SPACE DEDICATED TO BIODIVERSITY



ACCESS TO MORE THAN **1,000** FRESH FOOD PRODUCERS
AT THE RUNGIS INTERNATIONAL MARKET



3 INSPIRING SPACES TO TRAIN AND EXPERIENCE:
AN EXPERIMENTAL BAR, A FOOD WORKSHOP,
AND CREATIVITY ROOMS



IN-HOUSE TRAINING AND CATERING
AT THE CORE OF THE GROUP'S SOCIAL
RESPONSIBILITY STRATEGY



CHAUD DEVANT!

First and foremost, a place dedicated to in-house training in catering.

And the answer is yes: everyone working for Louvre Hotels Group's 10 brands in France and abroad will be eligible to train at "Chaud Devant !". Through an immersive and original experience, trainees will learn the ropes of the gastronomy and hospitality trades through a variety of modules:



Training in
catering (cooking,
production)



Training in
service (oenology,
dining room, bar)



Training in
hospitality (management,
hygiene, safety, etc.)

PROMOTING IN-HOUSE EXPERTISE AND REFERENCES IN GASTRONOMY

People come first at Louvre Hotels Group, at the heart of knowledge transmission. This is why most practical training courses are designed and run by in-house chefs specially trained to become Chaud Devant !'s "passers of knowledge" and share both their culinary expertise and in-depth experience of the Group and its brands, like Philippe Renard and the "Cuisine mode d'emploi" teams.

They will address broader themes such as world cuisine and pastry making.

Each training course will benefit the Louvre Hotels Group network as the trainees put their acquired skills into practice on a daily basis, much to the delight of guests.



INNOVATIVE 360° TRAINING MODULES

Learning hospitality does not mean going back to school. To Louvre Hotels Group, it involves an immersive, innovative, and interactive approach.

Chaud Devant ! provides forty or so training courses conducted in person or via distance learning, through virtual reality and e-learning channels for a full blended-learning experience*.

And to make sure you don't miss out on anything, every training session can be filmed, recorded, and broadcast live for non-stop food practice fun.

Our training courses are adapted to the current context, in compliance with health standards and regulations.

“

AYMERIC LECOQ
TRAINING MANAGER @
LOUVRE HOTELS GROUP

Chaud Devant ! is a unique venue where we could create a learning space in our image, in line with the culture of our Group. Indeed, we share a passion for experience, transmission, and hospitality to give our very best to both our talents and our guests.

”



A PRIVILEGED LOCATION
IN THE HEART OF THE WORLD'S
LARGEST FRESH PRODUCE MARKET

A KEY LOCATION AT THE HEART OF THE RUNGIS INTERNATIONAL MARKET AND THE FUTURE CITY OF GASTRONOMY

Known as the world’s largest fresh produce market, Rungis International Market trades an exceptional variety of mostly fresh food products that feed everyone, from the poorest to the richest. The tone is set. In 2024, the Val-de-Marne region ambitions to become the Paris-Rungis City of Gastronomy, a new intercultural venue designed to promote a sustainable and responsible approach to food around several creative and welcoming spaces.

Hence, Chaud Devant ! is at the heart of a major cultural project in France.



CHRISTOPHE MACEDO
CATERING MANAGER @
LOUVRE HOTELS GROUP

We are very fortunate to be in a strategic location at the heart of the French gastronomic ecosystem. This is a unique opportunity for us to work with the best products and teach sustainable and responsible cooking to our trainees, in keeping with the values of our brands.



ACCESS TO QUALITY PRODUCTS

More than 1,000 companies, suppliers, and producers can be found at Rungis International Market. They offer a wide range of fresh, local produce daily, such as meat, fish, fruit, and vegetables.

Thanks to its privileged location, Chaud Devant ! stocks up directly from Rungis International Market on quality and seasonal ingredients to be used as teaching material in its food workshops and courses.

STÉPHANE LAYANI
CEO OF RUNGIS
INTERNATIONAL MARKET

I wanted to complete the Rungis Market offer by opening a hotel and its restaurant. To go further, I asked to Louvre Hotels Group to become the partner of the Rungis Academy, our University hub for catering profession, so they opened an “application” restaurant. This ground-breaking initiative transform Rungis into a pole of excellence in terms of gastronomy and excellence. En ce sens, je me félicite de l’ouverture d’un lieu dédié.



CHAUD DEVANT!



A UNIQUE DESIGN
TO INSPIRE AND EDUCATE

CHAUD DEVANT! SHOWCASE FOR THE CATERING INDUSTRY.

Chaud Devant ! bustles with life at all hours of the day and night **in the vibrant and lively heart** of Rungis International Market.

The venue's large, open spaces give pride of place to the trainees' skills.

The modern, uncluttered, and ergonomic design is ideal for trainees to learn and grow in a practical way. Moreover, the live images displayed on the interactive screens provide non-stop behind-the-scenes views of our food university for an exciting sneak peek into the catering world.

The noble and natural materials mirror the Group's passion for cooking and tableware. Each space is a halo of light reflected in the myriad of looking glasses and bright lighting effects.

Dominant dark wood tones at **Chaud Devant !** create a warm and cosy feel. Centre stage, the experimental and iconic bar add a touch of art deco glamour with its marble front and high seats made of leather and copper.

Kitchen utensils venture out of the drawers to adorn the walls nearby. The bright colours evoke the fruit and vegetable stalls at Rungis International Market, tangy yellow for citrus fruit, natural green for land produce, premium blue for the venue, and warm orange for the humming kitchens.



A FRUITFUL COLLABORATION WITH BLUE PLATE

Chaud Devant ! was conceived by the architects and designers of Louvre Hotels Group, in partnership with the London design agency Blue Plate, a specialty Food& Beverage design studio of Wilson Associates.

Founded in Dallas by Trisha Wilson in 1976, Wilson Associates is an internationally recognized interior architectural design firm. Its Blue Plate studio specialises in the creation of catering spaces. They aim to transform innovative concepts into unique and powerful experiences.

The Group's designers have joined forces with the technical teams and specialist catering agency to come up with a cutting-edge concept encompassing space layout and graphic design.

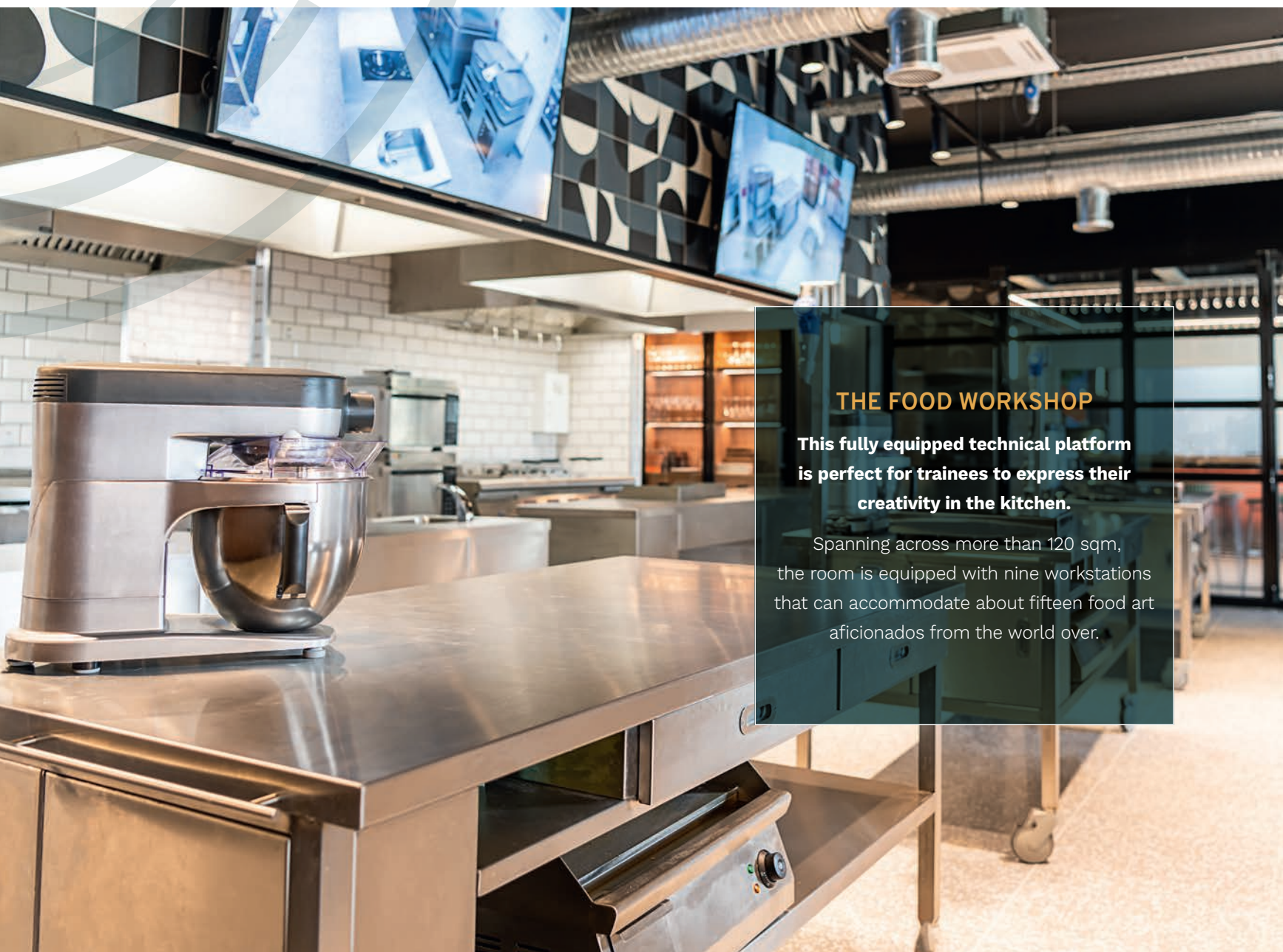
BLUE PLATE
JESE MEDINA-SUAREZ
DESIGN DIRECTOR @
WILSON ASSOCIATES'
LONDON STUDIO

The right balance between a cooking school and a trendy food venue, Chaud Devant ! is an ergonomic space that combines elements inspired by the catering world such as salt, sour, sugar, and heat. We wanted to create a space to showcase talented up-and-rising chefs. We aim to immerse Chaud Devant ! visitors in a fresh and stylish ambience complete with a workspace, a bar, a workshop kitchen, a conference room, and a reception hall.



FEDERICA PIRAS
DESIGN DIRECTOR @
LOUVRE HOTELS GROUP

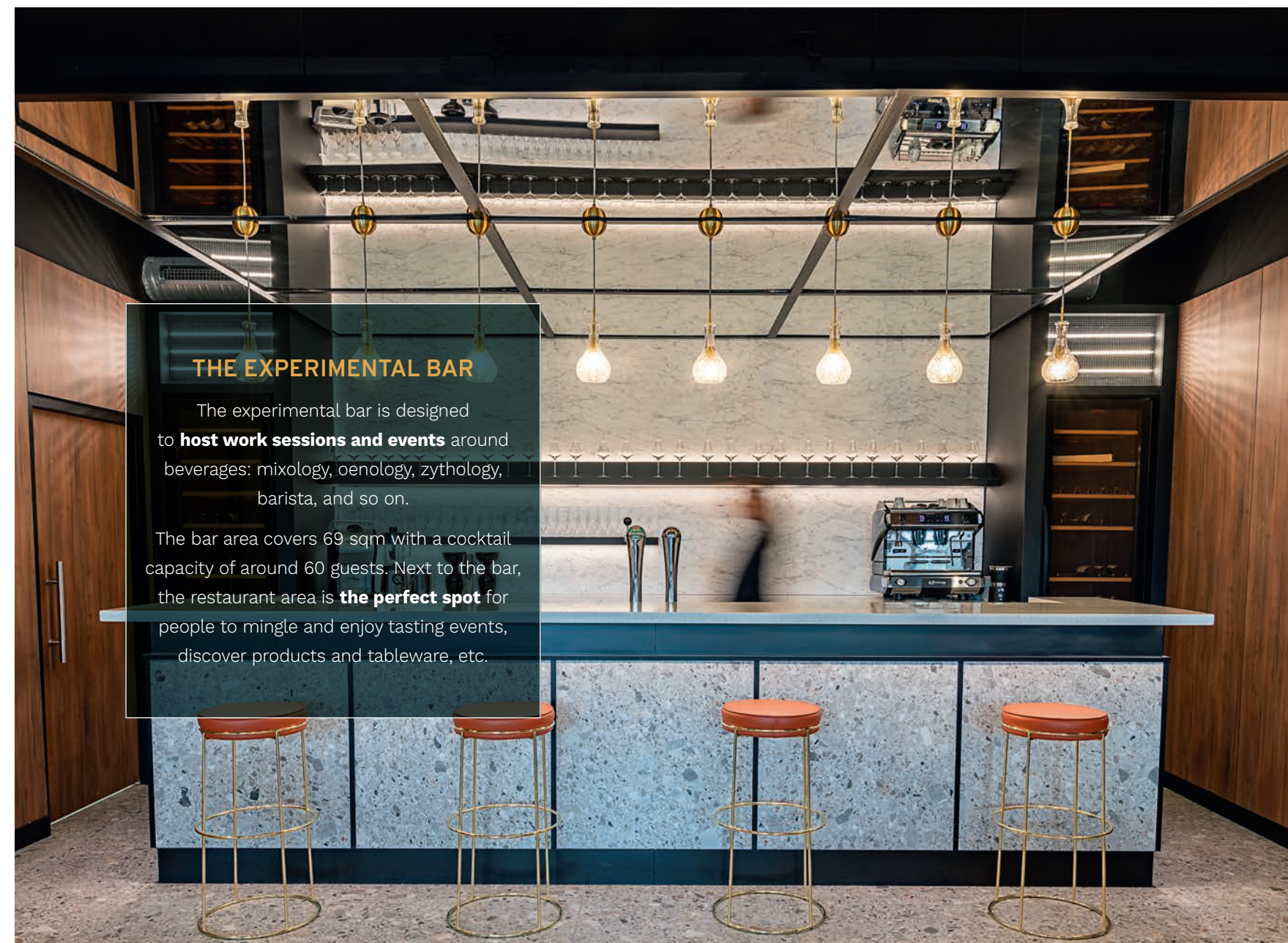
At night, Rungis market is bustling with people. At dawn, the kitchen staff meet at Chaud Devant ! with the very same spirit and energy... and that's exactly how we wanted it to be! We wanted this place to be alive and open, in synch with the pace and codes of the market.



THE FOOD WORKSHOP

This fully equipped technical platform is perfect for trainees to express their creativity in the kitchen.

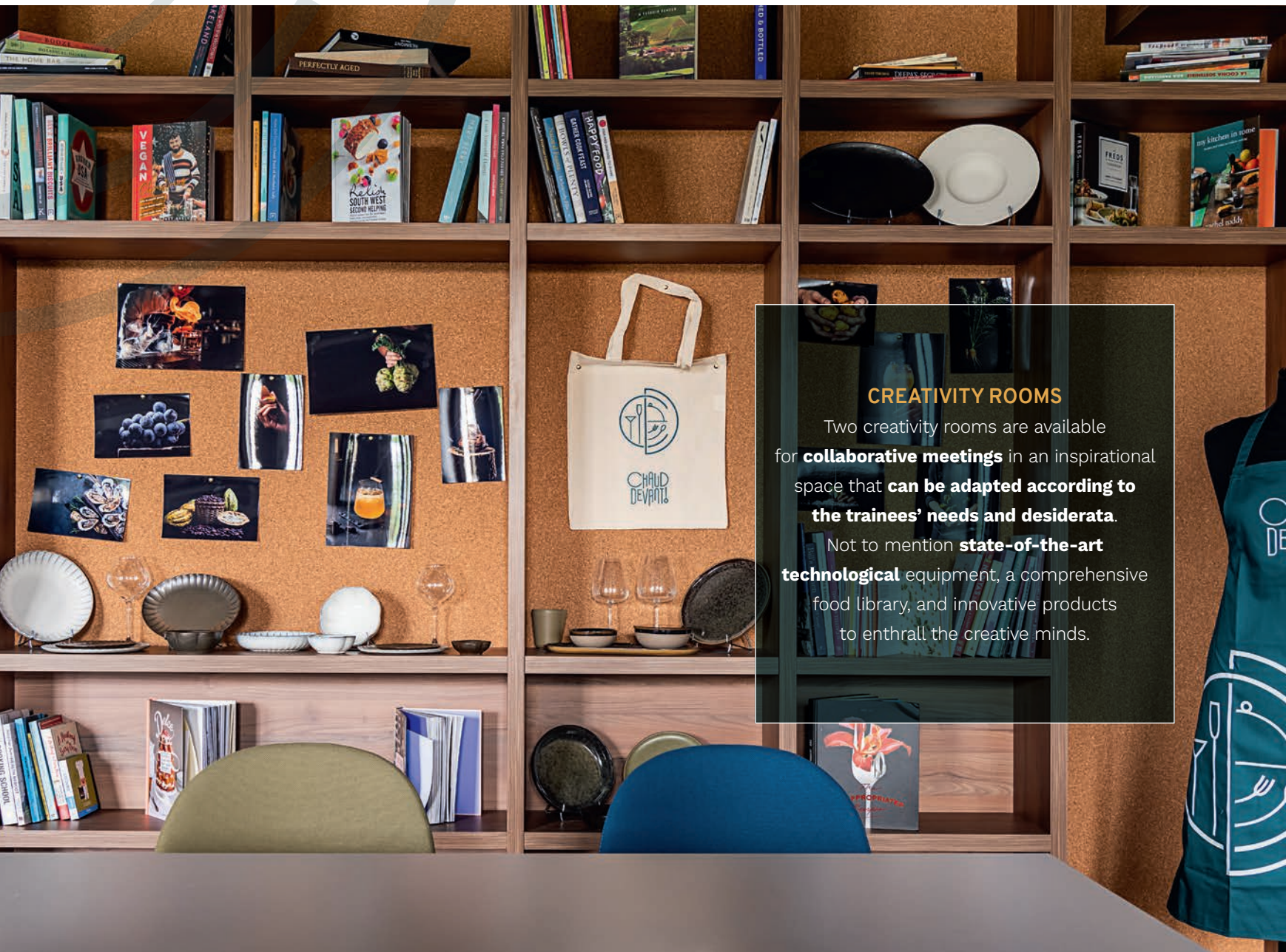
Spanning across more than 120 sqm, the room is equipped with nine workstations that can accommodate about fifteen food art aficionados from the world over.



THE EXPERIMENTAL BAR

The experimental bar is designed to **host work sessions and events** around beverages: mixology, oenology, zythology, barista, and so on.

The bar area covers 69 sqm with a cocktail capacity of around 60 guests. Next to the bar, the restaurant area is **the perfect spot** for people to mingle and enjoy tasting events, discover products and tableware, etc.



CREATIVITY ROOMS
Two creativity rooms are available for **collaborative meetings** in an inspirational space that **can be adapted according to the trainees' needs and desiderata**. Not to mention **state-of-the-art technological** equipment, a comprehensive food library, and innovative products to enthrall the creative minds.



THAT LITTLE EXTRA TOUCH @ CHAUD DEVANT!
The cooking sessions can be filmed and broadcast live **all over the world** thanks to **state-of-the-art** video and sound equipment!



LE RESTAURANT D'APPLICATION
Une fois la formation finie, les apprenants pourront déguster leurs plats dans le restaurant d'application attenant aux cuisines, pouvant accueillir jusqu'à 20 personnes.



CHAUD DEVANT!



A SUSTAINABLE AND RESPONSIBLE
APPROACH TO RAISE ENVIRONMENTAL
AWARENESS

FRESH & LOCAL SEASONAL PRODUCTS

The art of catering is all about loving and caring for food products.

This is why **Chaud Devant !** chose to focus on a sustainable environmental approach: the food university buys locally from responsible suppliers at Rungis International Market and pays particular attention to provenance, using only products that respect animal welfare (sustainable fish farming and agriculture) and seasonality.



BIODIVERSITY AND INCLUSION AT THE CORE OF CHAUD DEVANT !

Chaud Devant ! is designed to bring together all aspects of the catering trade, from within and without. This way, trainees get to work with products that come directly from the food university’s outdoor areas. Moreover, Chaud Devant ! has teamed up with the local horticultural school **“Ateliers de Fresnes”** to design and maintain the university’s 100 sqm of outdoor biodiverse ecosystem, including a vegetable garden and an orchard.

In activity since 1993, the organisation aims to promote the social and professional integration of people with disabilities who are unable to work in a company environment.

Diversity and integration are key aspects of Louvre Hotels Group’s overall CSR policy.

Thanks to its partnership with **Gaël Cratron**, a beekeeper who has installed more than 250 hives over the rooftops of Paris, the university will soon produce its own honey!

The bees will forage in zones free of any phyto-sanitary risks.

Chaud Devant ! endeavours to take care of nature and to give its trainees the opportunity to follow the full life cycle of their food creations, from the raw, unprocessed materials to the cooked products served to the consumer.





CHAUD DEVANT!



AN UNUSUAL VENUE, THE PERFECT SPOT
FOR CORPORATE EVENTS

THE VENUE CAN ALSO CATER FOR EXCLUSIVE CREATIVE AND CULINARY EVENTS

Chaud Devant ! can also be booked for private events such as corporate activities and training courses. The **Chaud Devant !** commercial offer includes access to two seminar rooms (locavore and gastronome), cooking classes, themed food workshops, awareness raising in the cooking arts, and even a fully private access to the entire venue.

The **Chaud Devant !** teams also offer tailor-made activities and modules to meet corporate needs and expectations from seminars to team building workshops, including the possibility of filming and broadcasting competitions live, all in the heart of Rungis.

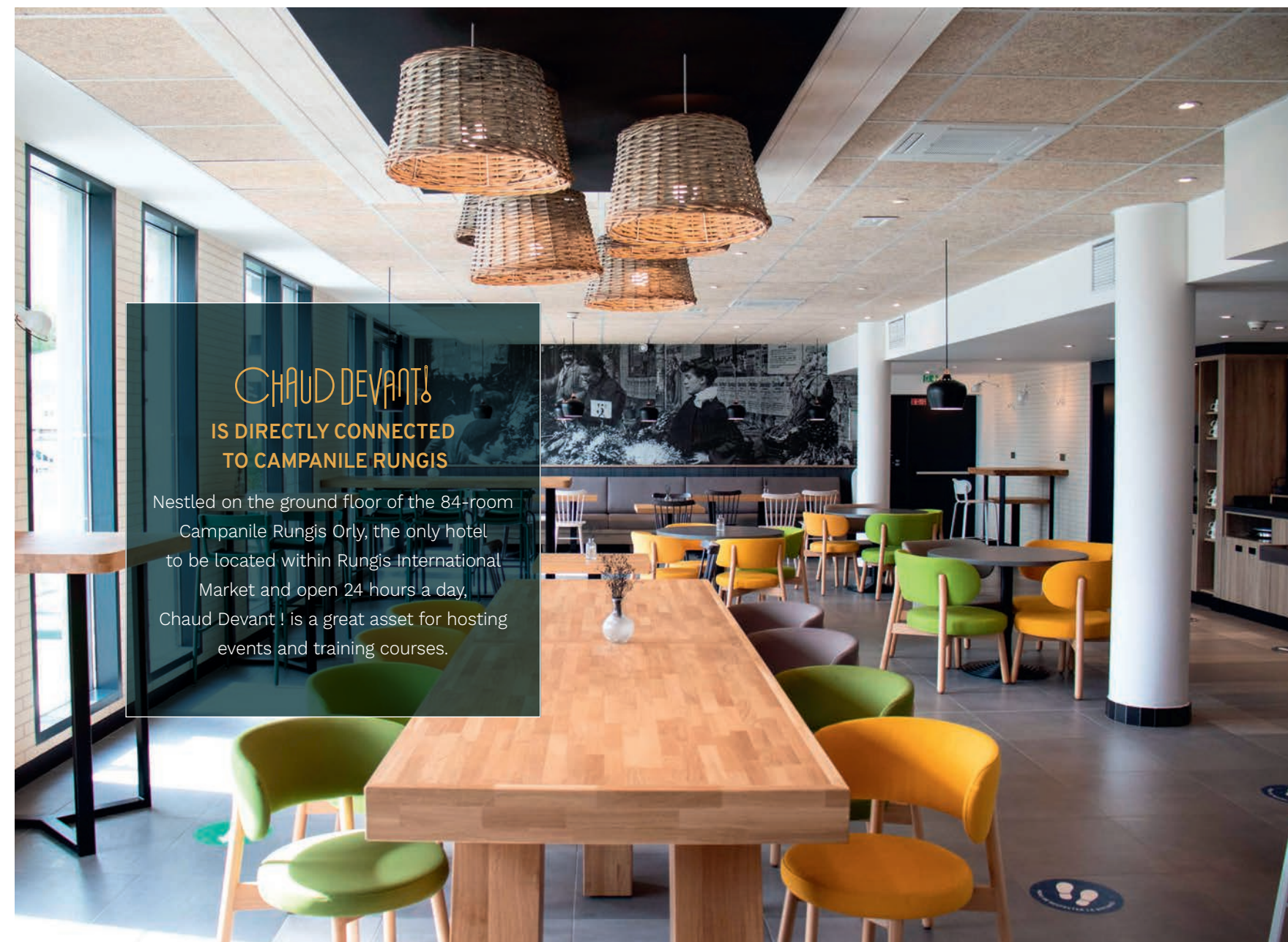
The French organisation of craftsmen and artisans Les Compagnons du Devoir is the first to develop a steady partnership with **Chaud Devant !** that includes access to the venue two days a week.

Founded eight centuries ago, the Compagnonnage remains a reference in training excellence and knowledge transmission.

What could be better than a university venue nestled at the heart of Rungis to train the young and aspiring Compagnons?



For more information,
please contact the sales department @ Chaud Devant
responsable.commerciale.rungis@campanile.fr



CHAUD DEVANT ! IS DIRECTLY CONNECTED TO CAMPANILE RUNGIS

Nestled on the ground floor of the 84-room Campanile Rungis Orly, the only hotel to be located within Rungis International Market and open 24 hours a day, Chaud Devant ! is a great asset for hosting events and training courses.



CHAUD DEVANT!



A MODERN AND MINIMALIST
VISUAL IDENTITY



At once modern and minimalist, the streamlined yet stylised **Chaud Devant !** logo epitomises the professionalism, quality, and tradition of the corporate food university it represents.

The logo’s spoon-shaped exclamation mark refers to the world of cooking.
The colour palette reflects Louvre Hotels Group’s ambition to develop **Chaud Devant !** into a premium and renowned training centre.



MINT GREEN
adds a fresh touch in synch with a verdant nature.

CITRUS YELLOW
reflects the dynamism and spirit of the place.

HARVEST ORANGE
evokes bustling kitchens and homegrown produce.

MIDNIGHT BLACK
symbolises the venue’s elegant and upscale feel.

The “**Chaud Devant !**” logo comes with an elegant monogram that displays the initials C and D.

The Food University’s three areas of expertise are easily identifiable at first glance: table service, kitchen, and bar.



OUR PARTNERS



APICULTEUR GAËL CRATRON

BLUE PLATE

CUISINE MODE EMPLOI / THIERRY MARX

LES COMPAGNONS DU DEVOIR



PR TEAM
LOUVRE HOTELS GROUP

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