



ANNE
SOPHIE
PIC

ANNE-SOPHIE PIC,
the artist
WHO WORKS
WITH FLAVOURS

A SUCCESSOR *and a* SELF-TAUGHT WOMAN

Anne-Sophie Pic's story is a remarkable one.

First of all, it is the story of a family of chefs that have, for several generations now, marked the history of the French culinary arts. It all began with Sophie, the great-grandmother, who opened a restaurant called L'Auberge du Pin on Saint-Péray Road. Very soon, her reputation went beyond the borders of the Ardèche region and gourmets came from all over to taste her poultry fricassee, gratins and sautéed rabbit. Her son André succeeded her, earning three stars from the Michelin Guide in 1934. In 1936, he moved to a new location on national motorway 7, where Maison Pic still stands today. His son Jacques took over from him in 1956, earning three stars in his turn and offering a cuisine that was revolutionary in both its combinations of flavours and its aesthetics.



It's also the story of a young girl who did not at first seem destined for a culinary career, since she went to business school (ISG in Paris), with the goal of working in the luxury industry. Until the day, that is, when she realised that her calling was to stay by her father's side to learn to cook, and to develop the brand that is also her family name. But her apprenticeship was brutally interrupted by the death of her father, who was naturally succeeded by his son Alain. It would be a few more years before Anne-Sophie found the courage to enter the kitchen in which she now has her natural place. And, in 2007, to become the only French woman to have three Michelin stars. In 2011, she was also named World's Best Female Chef.

Finally, and above all, it is the story of the duo she and her husband David Sinapian have formed for over 20 years now. Two complementary personalities at the head of a business that they have developed based on the ideas of sharing, openness, consistency and respect for the values dear to them. Anne-Sophie officiates in the kitchen, while David is at the helm of the business.



FLAVOUR *combinations,* POWERFUL *tastes,* AND DELICATE *expressions.*

To understand her cuisine, one must understand the woman. While she may at first seem reserved, fragile or even distant, she is actually very passionate, sensitive, free-spirited and enterprising. Her path testifies to an exceptional strength of character, because she needed a lot of conviction, perseverance and faith to make a name for herself as a self-taught woman in a decidedly male-dominated field.

She was guided to the culinary arts by her sense of smell and her palate. As a little girl, she delighted in the fragrances wafting from the kitchens where her father worked. When she made her début in the culinary arts, she had only her intuition and emotions to help her as she created her dishes. Techniques must be learned through practice. And this gave her an enormous freedom to combine flavours, to create her own style, to seek balance and trueness in all things.

Anne-Sophie is always on the move. She's always looking for complex new flavour combinations. She likes to research rarer flavours – such as bitter, acidic, iodised, roasted and smoked – with the goal of taming them. She works with underappreciated or forgotten products such as beetroot, turnip and cabbage. She approaches the products in their totality to explore their potential culinary applications. She prefers cinnamon leaves to cinnamon sticks.

Anne-Sophie continually revisits ingredients, cooking methods and techniques to offer her guests a distinct and often surprising gustatory experience. For example, she uses coconuts as a natural



vessel for steaming scallops. Coffee, tea and cacao nibs play the role of condiments. The dashi bouillons are naturally flavoured. The meats are smoked. The butters are infused.

For Anne-Sophie, a dish is a living thing and tasting is not a linear experience. She believes that each mouthful should conjure a different flavour-based emotion, some of them strong, some delicate, some smooth, some bitter... Her ongoing search for perfection drives Anne-Sophie to continually improve her creations, reinterpreting some and abandoning others to create them again with a fresh start. Routine has no place in the landscape of her culinary imagination.

There are nevertheless some unchanging things within this momentum: audacity, a search for balance, aromatic complexity and delicacy. That is where the beauty of the moment can be found: the balance between aromatic power and delicacy of expression. The flavours in her dishes do not reveal themselves all at once. They emerge subtly when you take the time to listen and look for them.

Her signature style cannot be found in a single dish but rather in her creative approach, in her way of seeing and being present in the world, in her heightened sensitivity. The tasting of a dish is by nature an ephemeral experience, and that's what makes it unique.

IN VALENCE, *in the heart of creativity*

The establishment at 285 Avenue Victor Hugo – the former national motorway 7 – in Valence is a landmark site for the Pic family. The family business has been operating there since 1936 and today is home to the three-star restaurant Anne-Sophie Pic, a five-star hotel and a restaurant named André.

From the outside, no one could guess at the experience that awaits those who cross the threshold. Entering the establishment, one is immersed in a world in which tradition and modernity exist side by side, in which one finds references to the past and the present, femininity and masculinity, elegance and clean lines. It is a place that encourages sharing and discovery, a place that over the past 20 years has seen all sorts of transformations aimed at making any visit an unforgettable one.

The magic of the place takes hold from the very beginning, in the form, for example, of a long showcase presenting all the editions of the Michelin Guide since its first release in 1900. The tone is set, and here we are in a temple of culinary arts – but this cuisine is laid-back and dares to defy boundaries. The sitting rooms were designed to offer an immense and welcoming common living space with an eclectic style in which contemporary pieces encounter references to the past. Encounters are one of the core values of Anne-Sophie Pic's world: encounters between flavours, with the products and the people who bring them to life, with emotions and with other creative realms. Her creativity is fuelled by encounters such as these. These sitting rooms are the expression of what hospitality means to Anne-Sophie Pic: discreet and attentive, warm and simple.



Next, the guest enters the heart of the establishment – the gourmet restaurant Anne-Sophie Pic – via a long corridor which affords a glimpse of the family history and the present of the Chef in her kitchen. This hallway whets one's anticipation of the gustatory emotions that are to come. The dining room one enters next is arranged around a magnificent Baccarat crystal chandelier that separates the room into three distinct spaces lighted by large bay windows overlooking lush gardens. These three separate ambiances have a common thread: the very feminine grey and powder-pink colour palette, details recalling the establishment's history, Japan, a country the Chef is very fond of, and greenery. The overall result is a cosy but understated refinement.

The guest rooms are an invitation to relax. Here, the establishment's elegance expresses itself with clean lines and a selection of premium materials: leather, jacaranda, silver-leaf folding screens and silk rugs. All with garden views, the rooms shelter guests from the outside world to offer an enchanted getaway.





The only opening to the outside is the restaurant André®.

André® is a place steeped in history and story ! The culinary history of four generations of cooks who made a mark on their time and have shown us their vision of the world with plenty of generosity and reserve. In the Pic family, people remain discreet. There's no boastfulness around here, but a constant quest for truth and accuracy. Through these dishes on André®'s menu, the story of the Pic family is written, told and, above all, savoured. A story in which each generation has created its own style and demonstrated its creativity while remaining faithful to its name.



TRANSMISSION AND SHARING

core values

FOR THE PIC GROUP

Knowledge is meaningless if it isn't passed on, as self-taught Anne-Sophie knows better than anyone. Having worked very hard to learn the techniques and precision without which she could not have given free rein to her creativity, the Chef has designed a space dedicated to passing on her own knowledge: the culinary school Scook. The school opened in 2008, just a few metres from Maison Pic, affirming its modernity with contemporary glass-and-metal architecture. Photos taken in the kitchen are displayed on the façade, while a beautiful interior space is arranged around the kitchen. There is also a dining room for tastings, a sitting room and a boutique dedicated to tableware.

Individuals and businesses, seasoned aficionados and beginners, children and adults, all are welcome to discover or rediscover the culinary arts, the techniques, the flavours of seasonal products, and the taste combinations so dear to the Chef's heart.

The school's modernity does not stop with its architecture but is also found in the themes of the classes offered. They are adapted to today's lifestyles: after work, fast but good, lunch at work, chef for an evening, classes for teens and kids, classes given in English, and more.

Sharing is a key value for the Pic family. At this school, families can cook together, different generations can meet, and students can cook alongside their friends or coworkers.

Like Anne-Sophie Pic herself, her culinary school emphasises friendliness, sharing and discovery.



L'Épicerie



Opened in 2010 at 210 Avenue Victor Hugo, L'Épicerie offers locals and Maison Pic guests quality products selected or designed by Anne-Sophie Pic. It is a wine cellar, bakery and deli, offering cakes made by Maison Pic bakers, spices and jams from the Anne-Sophie Pic brand, Daily Pic verrines, wines and spirits selected by sommeliers, pork products and cheeses – a multitude of products chosen to delight all epicureans of all ages.



DAILY PIC, *Anne-Sophie Pic's* GOURMET CANTINE

The newest of the Pic Group venues, Daily Pic opened its doors in Valence in June 2014.

Daily Pic is an upscale diner designed according to the Chef's longtime vision of this type of venue, and is a way for her to offer guests her day-to-day type dishes. These consist of fresh small plates made using seasonal products prepared in the kitchen of Maison Pic in a way that perfectly showcases their flavours, with a touch of refinement to make day-to-day dining even better. Carefully selected ingredients and expertly combined tastes, everything presented in glass containers for optimum conservation: simple, delicious and practical.

Daily Pic aims to put pleasure back into ordinary meals, but without forgetting the context in which they are based: budgetary limits, time constraints, increasing urbanisation, working women and changing rhythms of life. Daily Pic thus tries to adapt to every preference, every occasion and all budgets. It's perfect for a quick bite while on the go, a snack with friends, a coffee on the terrace, and small plates at home.

Daily Pic is a place that is open to all, where everyone will find something to love, and where hospitality and sharing go hand in hand. Freshness, quality, generosity, spontaneity, warmth and creativity are the values that Anne-Sophie hopes to share with this cantine.



Paris, LA DAME DE PIC

At La Dame de Pic, the restaurant that opened in Paris in September 2012, guests are invited to partake in an olfactory discovery in anticipation of the gustatory discovery that awaits them. In other words, rather than offering a traditional text-based overview of the menu, which necessarily calls upon reason, the restaurant gives guests a description using fragrances. The guest experiences a fragrance whose notes evoke the gustatory journey offered, and is guided by these sensations alone to choose his or her meal.



A invitation TO BE GUIDED BY THE SENSES

Anne-Sophie has always taken a keen interest in the world of scents, as it possesses great power to evoke emotions. For her, the sense of smell may be the one that conjures up the most feelings. She remembers the delicious scents that reached her from her father's kitchens when she was a child. These fragrances also marked the various seasons of the year. When the time came, her olfactory memory allowed her to design a very intuitive cuisine built upon flavour combinations.

For the Chef, this olfactory journey offered to the guest also represents a transition from the noise and agitation of the outside world to the calm and gentleness that reigns in the restaurant.

Perfume plays a key role in Anne-Sophie Pic's culinary constructions. Just like her cuisine, it reveals itself over time.

Traditionally, a perfume is described by its olfactory notes. The top notes – the most volatile ones – are the first to reveal themselves and constitute the initial olfactory impression. Then come the middle notes, which prolong the freshness of the top notes and herald the warmth of the bottom notes, the ones that linger the longest.

In Anne-Sophie's cuisine, the flavours, spices and condiments play the role of these notes. Tasting should not be a linear experience. Each ingredient responds to another, sublimating its aromatic power, prolonging its effect on the palate, playing on similarity or contrast. The menu at La Dame de Pic offers a fore-taste of Valence.



In Lausanne,
**LUXURY,
CALM AND PALATE
PLEASURES**

In 2009, Anne-Sophie Pic set up a restaurant in Beau-Rivage Palace to offer Swiss clientele a unique journey to the discovery of her flavour combinations. The combination of the only three-star female chef and the most beautiful palace of Switzerland heralds excellence. Anne-Sophie Pic and Beau-Rivage Palace share values such as elegance, refinement, a sense of welcome and beauty. In this jewel box that has made “tradition in motion” its motto, the restaurant offers breath-taking views of Lake Geneva and the French Alps. Everything here recalls the presence of the Chef, from the immense portrait that guests see upon their arrival down to the dinnerware that she designed herself. The staff, trained in Valence, carry on the spirit of Maison Pic. The welcome is warm and the service is attentive but discreet.

In Lausanne, Anne-Sophie designed a menu that creates a bridge between the demanding simplicity that characterises her cuisine and the incandescent golds of this exceptional venue nestled along the banks of Lake Geneva. She discovered exceptional products and producers that enriched her creative imagination and allowed her to expand her palette of flavours: fish from Lake Geneva, cheeses, herbs, peppers, frogs’ legs and more.

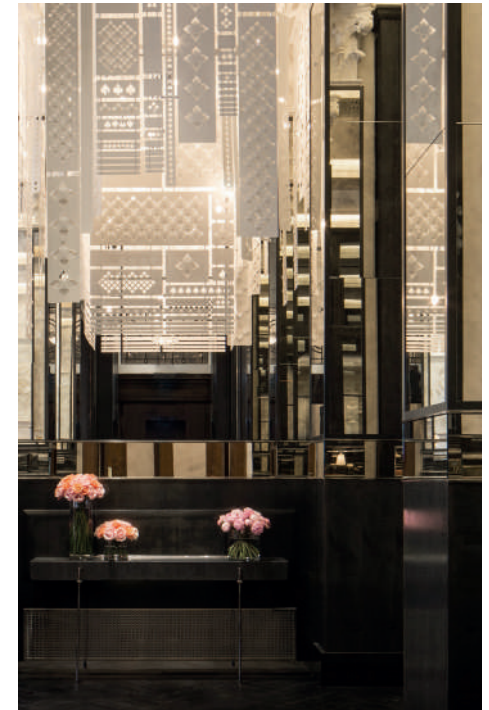


London

A PRESTIGIOUS ADDRESS

The restaurant is located in the exquisite former London port authority building, designed by the architect Edwin Cooper. It is a historic monument, which was inaugurated by David Lloyd George in 1922 and hosted the first ever United Nations General Meeting in 1946. Anne-Sophie Pic invites her guests to discover her culinary world, which is a combination of complexity and powerful aromatic flavours in this charming setting, nestled on the banks of the Thames. She combines flavours to explore a product's full aromatic spectrum.

What are her specialities? She likes revealing a product's underlying bitterness, or rather a variety of different kinds of bitterness in vegetables, flowers, fish and meat. She enjoys combining bitter aromas with sharp or tart notes, to reveal a whole range of flavours in a dish, bringing depth and turning the tasting experience into a non-linear exercise.



ANNE-SOPHIE PIC

a few

KEY DATES

- 1969 Anne-Sophie Pic is born. On 12 July 1992 graduates from ISG (Institut Supérieur de Gestion), a business school in Paris.
- 1992 joins the family business, Maison Pic, in Valence
- 1998 Anne-Sophie and David take over the management of Maison Pic
- 2003 Anne-Sophie is made a "Chevalier des Arts et des Lettres"
- 2004 Anne-Sophie's book "*Au nom du Père*" which wins the «World Cookbook Award» is published
- 2006 Bistrot "*Le 7*" opens
- 2007 Third Michelin star and Anne-Sophie is named "Chef of the Year"
- 2008 Anne-Sophie's culinary school, "*Scook*", opens in Valence
- 2009 Anne-Sophie is made "Chevalier de l'Ordre National du Mérite"
- 2009 Restaurant *Anne-Sophie Pic* opens at *Beau-Rivage Palace* (a two-star restaurant in Lausanne)
- 2011 "*l'Épicerie*" opens in Valence
- 2011 Anne-Sophie named "*World's Best Female Chef*" by the 50 Best group
- 2012 Anne-Sophie is made a "Chevalier de la Légion d'honneur"
- 2012 "*La Dame de Pic*" opens in Paris (1 star restaurant)
- 2014 The gourmet canteen "*Daily Pic*" opens in Valence
- 2016 The restaurant « *André* » opens in Valence

ANNE-SOPHIE PIC

TEN

signature dishes

BERLINGOTS

Filled with soft, lightly smoked Banon chèvre watercress consommé infused with ginger and bergamot.

TOMATO IN THE PLURAL

Naturally explosive chilled consommé with blackcurrant leaf and elderberry flower burrata ice cream with smoked vanilla.

CARROT WITH ORANGE BLOSSOM

Fine carrot jelly and mousse orange blossom yogurt with Voatsiperifery pepper.

BLUE LOBSTER

Roasted in lobster butter, first dashi with berries, cherry-barberry chutney, beetroots.

WHITE MILLE-FEUILLE

Tahitian vanilla cream fine jelly of jasmine, Voatsiperifery pepper emulsion.

BEETROOT IN THE PLURAL

soft and creamy textures of yellow and Chioggia beetroot with Blue Mountain coffee acidulated with barberry.

LANGOUSTINE

Seared in langoustine butter, light broth of green apple, cinnamon leaf, green anise and celery.

COASTAL TURBOT

Steamed, crunchy fine cucumber mousseline, butter infused with green anise, shaved black truffle.

SCALLOPS FROM NORMANDY

Coconut, natural cooking juices with Rhum Vieux Agricole.

LAGER BEER AND CARAMEL

In the style of a floating island, fluffy beer-infused egg whites, soft caramel and crunchy hazelnut biscuit.



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