



For Immediate Release

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“Les Etoiles de Mougins 2008”

FIG & OLIVE and the French Culinary Institute collaborate with “Les Etoiles de Mougins” in their search for the New York city’s top young Chef

(June 16, 2008 – New York, NY) -- Over 100 leading world Chefs have been invited to the third edition of “LES ETOILES DE MOUGINS”, International Festival of Gastronomy at the legendary village of Mougins in the South of France from September 19th to the 22nd where they will elect the New Young Emerging Chef of MOUGINS 2008.



During four-day event, the Mayor of Mougins, Richard Galy, will provide a relaxed yet dynamic setting for top Chefs to demonstrate culinary expertise, share information, exchange food trends and to set the new standard of the gourmet world. Renowned Chefs that have gathered in at previous “LES ETOILES DE MOUGINS” include Michelin French chefs Alain Ducasse (***) , Paul Bocuse (***) , Michel Guerard (***) , Pierre Gagnaire (***) , Alain Llorca (**) Philippe Labbé (**) , Serge Gouloumès(*) ; and international Chefs Nadia Santini (***) Italy), Gualtiero Marchesi (***) Italy), Fulvio Pierangelini (** Italy) and Lothar Eiermann (** Germany).

This year, FIG & OLIVE is partnering with The French Culinary Institute in New York to invite two alumni of The French Culinary Institute -- Justin Bazdarich at Jean-Georges Vongerichten's Culinary Group (Previously Chef de Cuisine of Perry Street ** Michelin) and Tory Miller, Executive Chef of L'Etoile in Madison, Wisconsin (Participant in James Beard Events)-- to participate to this event. Along with FIG & OLIVE's executive chef Pascal Lorange and chef de cuisine John Parlatore, Chefs Bazdarich and Miller will prepare a dinner for 200 Chefs, media and VIPs on Saturday September 20th during the Festival. Each U.S. Chefs will also perform cooking demonstration during the Festival.



Serge Gouloumès of Mas Candille, surrounded by Chef John Parlatore and Pascal Lorange of Fig & Olive – Mougins Sept 2007



Alain Llorca at the Moulin de Mougins with Pascal Lorange Mougins Sept 2007



Fig & Olive Chef John Parlatore during a cooking demonstration



Fig & Olive Chefs Pascal Lorange and John Parlatore

On July 14th, FIG & OLIVE and The French Culinary Institute are organizing a competition to elect a talented, young emerging U.S. Chef to participate to the MOUGINS 2008 COMPETITION OF EMERGING YOUNG CHEF. The pre-selection of the US candidate will take place at FIG & OLIVE FIFTH AVENUE on Bastille Day, July 14, 2008. The contestants will prepare Mougins's imposed main dish ("Sea Bass in a Crust") following the guidelines established in Mougins and two olive oil dishes (Appetizer and Dessert) of their choice. The dishes will be judged by a panel of New York Chefs and food media. The three dishes of the winner will be offered to the general public as a special pre-fix menu for dinner on July 14th at FIG & OLIVE FIFTH AVENUE.



Laurent Halasz, Founder of Fig & Olive remitting Mougins 2007 First Prize of The Young Up and Coming Chef to Eric Rabazzani; a Trip to New York to train for one week at the Kitchens of Chefs Jean-Georges Vongerichten, Eric Rippert, and Daniel Boulud.

FIG & OLIVE will invite the winner to Mougins to compete with similar talent from around the world. At this competition, the chosen Chef will cook the imposed Sea Bass entrée to a panel of world leading Chefs. This significant opportunity will give the emerging US young Chef a chance to showcase her/his talents and meet with some of the world's most regarded chefs in Mougins. They will be also visiting the kitchens of Michelin Chefs Alain Llorca (**Mougins) Philippe Labbé (**Eze), and Serge Gouloumès(*Mougins) during this event.

The French Culinary Institute, located at The International Culinary Center in New York City, teaches the protocol, language and techniques upon which all Western cuisine is based. The FCI offers a rigorous six-month program by day and nine-month program by night for those who seek quality, intensive culinary and pastry arts education in a condensed period of time. The school also offers a career track in bread baking. Its extensive roster of Advanced

Studies programming for those of all skill levels covers a wide array of disciplines including food writing, wine and beer studies, restaurant management and culinary technology. The FCI's time-tested hands-on Total ImmersionSM method of instruction taught by the industry's best informs all of its curricula, including its intensive consumer courses designed for serious amateurs. In 2007, The Italian Culinary Academy, sister school to The FCI, opened its doors. Both are located at 462 Broadway, New York, NY, 10013. For more information, visit www.frenchculinary.com or call (888) 324-CHEF.

Fig & Olive's Founder, Laurent Halasz, grew up in Mougins, and offered for the second year to his hometown city FIG & OLIVE's participation in this year's event. Pascal Lorange at the early age of 18, Pascal began his career working for a three star Michelin Chef in France, Georges Blanc. Then, at the young age of 22, he left for Tenerife, in the Spanish Islands where he spent six years. Pascal later became the private Chef for signer Julio Iglesias cooking for Oscar De La Renta, the Princess Stephanie of Monaco and the Clintons, to name a few.



Chef Pierre Gagnaire during the tasting of olive oil organized by FIG & OLIVE – Mougins Sept 2007



Fig & Olive Founder, Laurent Halasz, being interviewed about his selection of Olive Oils presented for tasting – Mougins Sept 2007

For further information on “Les Etoiles de Mougins” visit www.lesetoiledemougins.com and www.figandolive.com/mougins

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*FIG & OLIVE FIFTH AVENUE is located on 10 E. 52nd Street between Fifth Avenue and Madison Avenue.
Restaurant Phone 212 319 2002 – Office Phone 212 924 2667
For further information on FIG & OLIVE visit www.figandolive.com*