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**FOR IMMEDIATE RELEASE**

## **CULINARY TOUR DE FRANCE ‘ORGANICALLY FRENCH’ MENU TO BENEFIT CITY HARVEST FOR THE MONTH OF MAY**

New York, NY, April 20, 2010 – Culinary Tour de France, the restaurant group bringing the varied and celebrated cuisines of France to Manhattan, today announced its new “Organically French” menu to benefit City Harvest, offered exclusively for the month of May. City Harvest, New York City’s only food rescue program, will receive a dollar for every item ordered off the specially-created menu at all nine Tour de France restaurants: Cafe D’Alsace, French Roast Downtown, French Roast Uptown, L’Express, Le Monde, Maison, Marseille, Nice Matin, and Pigalle.

Each Culinary Tour de France restaurant represents a different region of French cuisine, and for “Organically French,” each chef will create a different dish for guests that not only implements the region’s tastes but also makes prime use of local organic produce and meats. Culinary Tour de France hopes to top last year’s fundraising efforts, which raised more than \$30,000 to fight hunger.

Tour de France diners who order from May’s “Organically French” menu will receive special diner’s passports to chronicle their culinary tour. Those who collect nine stamps throughout the month will be awarded a \$100 gift certificate for use at any Culinary Tour de France restaurant.

**As a preview to the menus, the following is a brief sampling of dishes that will be featured at four of the nine locations:**

**Brasserie Maison:** (1700 Broadway) *Experience the coastal flavors of Brittany.*

- Organic Grilled Mahi Mahi – with mango-pineapple relish and lemongrass broth. \$23.00
- Organic Rotisserie Chicken – with basmati rice, Brussels sprouts, and thyme juice. \$38.00 (for two people)

**Le Monde:** (2885 Broadway) *Celebrate the cuisine of the Loire Valley, known as the "Garden of France."*

- Cabillaud A La Verdure – roast cod with a melange of organic vegetables (asparagus, snow peas, and oyster mushrooms), with a green pea sauce. \$21.25

**Marseille:** (630 Ninth Avenue) *Inspired by its namesake French port city, a cultural melting pot that is France's gateway to the Mediterranean.*

- Grilled Hamachi – with organic baby heirloom tomato salad, spicy citrus sauce, and watermelon. \$14.00

**Nice Matin:** (201 West 79th Street) *Southern French cuisine and sidewalk dining.*

- Organic Chicken cooked Tuscan Style "under a brick" – half chicken marinated with garlic and mustard, organic spring vegetables, roasted potatoes, and sherry wine. \$21.00

“We’re excited to offer a spring festival dedicated to organic produce and meat that will help City Harvest put healthy, fresh food into the hands of hungry New Yorkers all year round,” said Danielle Meyers, marketing director of Culinary Tour de France.

“This May, New York diners have an inspired opportunity to make the most of the foods available this season at the same time they help feed their hungry neighbors. The agencies served by City Harvest have reported that the number of visits to their emergency feeding programs have increased by an average of 10% over the last year, and we’re grateful for Culinary Tour de France’s support,” said Jilly Stephens, City Harvest executive director.

### **About Culinary Tour de France**

Culinary Tour De France ([www.TourDeFranceNYC.com](http://www.TourDeFranceNYC.com)) is a restaurant group, founded by restaurateur Simon Oren, operating nine French restaurants throughout New York City including Café D’Alsace, French Roast Uptown, French Roast Downtown, Le Monde, L’Express, Maison, Marseille, Nice Matin, and Pigalle. All of the restaurants serve classic French cuisine, but highlight different French culinary experiences distinguished by various regions in France.

### **About City Harvest**

Now serving New York City for more than 25 years, City Harvest ([www.CityHarvest.org](http://www.CityHarvest.org)) is the world's first food rescue organization, dedicated to feeding the city's hungry men, women, and children. This year, City Harvest will collect over 26 million pounds of excess food from all segments of the food industry, including restaurants, grocers, corporate cafeterias, manufacturers, and farms. This food is then delivered free of charge to nearly 600 community food programs throughout New York City using a fleet of trucks and bikes as well as volunteers on foot. Each week, City Harvest helps over 260,000 hungry New Yorkers find their next meal.

City Harvest also addresses hunger's underlying causes by educating individuals, families, and communities in the prevention of diet-related diseases, channeling a greater amount of local farm food into high-need areas, enhancing the ability of agency partners to feed hungry men, women, and children, and supporting affordable access to nutritious food in low-income communities.