

Blancpain partners the 2018 Bocuse d'Or Switzerland

Blancpain was deeply saddened by news of the death of its longtime friend Paul Bocuse. For more than 30 years, the Manufacture enjoyed the privilege of a close relationship with this exceptional individual, whose ingenuity, generosity and excellence will leave an indelible imprint on the world of haute cuisine and the art of living, as notably reflected in the competition he inspired, the Bocuse d'Or.

It is thus with a sense of special emotion that Blancpain opened the Swiss competition today as official timekeeper. In this capacity, the Manufacture supported the Swiss chefs selected to compete in creating the dishes submitted to the Jury. After much deliberation, the chef Mario Garcia, founder of the culinary school "cre/ate" in Horw (Lucerne), was named the winner of this 2018 edition. He had the honor of receiving the Blancpain Trophy, along with a Bathyscaphe watch from the iconic Fifty Fathoms collection, specially hand-engraved for the occasion.

The quest for excellence, expertise, a sure touch and true passion are the kind of values Blancpain shares with the world of haute cuisine. That is exactly why the Manufacture has been partnering and supporting the Bocuse d'Or Switzerland for many years. The kitchens of this major competition have welcomed some of the most talented chefs of recent generations. The 2018 edition, which took place on Monday January 22nd at Palexpo Geneva was no exception to the rule, featuring four Swiss candidates vying with each other by preparing two fish and meat dishes. This year's event nonetheless had a special savor for Blancpain, since the President of Honor of the Jury was none other than Joël Robuchon. A longtime friend of the brand, the world's most Michelin-starred chef bore the weighty responsibility – alongside Franck Giovannini, President of the Competition and of the Jury, Anton Mosimann, Honorary Jury Member, and 18 other chefs – to select the winner who will represent Switzerland in the European stage of the competition, to be held in May in Turin, Italy.

Blancpain, watchmaker of haute cuisine

Blancpain cultivates special ties with the greatest award-winning chefs, and the friends composing its culinary circle have more than 100 Michelin stars between them. It all began in 1986, well before the current craze for haute cuisine, when the brand presented Frédy Girardet with a specially engraved watch when he won the "World's Best Chef" award. Three years later, Blancpain reiterated its commitment when the latter, along with Paul Bocuse and Joël Robuchon, were named "Chefs of the Century" by the famous *Gault&Millau* guide. Blancpain honored them at the time by giving each of them an engraved watch commemorating the occasion. Since then, Blancpain's circle of friends has continued to grow and now includes new names on the international gastronomy scene, including Spanish chefs Martín Berasategui and Dani García as well as Holger Bodendorf from Germany, all of whom have been awarded stars in the *Michelin Guide*. The Manufacture Blancpain also partners prestigious hotels such as those belonging to *Relais & Châteaux* and *Leading Hotels of the World*.

A tradition of innovation

Founded by Jehan-Jacques Blancpain in 1735, the eponymous Haute Horlogerie brand is the oldest in the world. Dedicated to perpetuating watchmaking traditions, it is likewise committed to consistent innovation and to passing on its expertise from one generation to the next. Every year, its watchmakers and artisans, exercising their skills in the two Manufacture Blancpain production sites of Le Brassus and Le Sentier, present a range of exceptional timepieces including the legendary Fifty Fathoms diver's watches, elegant Villeret models, Grand Complication creations from the Le Brassus collection, as well as newcomers to the Women line dedicated to ladies with a love of fine watchmaking.