

FOODIE PRESS PACK



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TOURISME

Sharing our Passion for Food

In the land of cider, cheese, and scallops, every meal is a celebration of culinary generosity. From the bountiful orchards of Normandy to the world's most exquisite dining rooms, we embrace the journey of food from farm to plate. As a proud member of the UNESCO Creative Cities Network for Gastronomy, Rouen boasts an incredible food scene, inviting visitors to explore its rich and diverse culinary heritage through all senses.



NORMANDY FRUIT TRAIL

Nestled along the scenic Seine, the Normandy Fruit Trail or “Route des Fruits” spans 30 kilometres through lush orchards where local producers await. Thanks to the valley’s unique microclimate and the meandering river’s influence, these orchards produce the finest fruits. Explore this iconic route from Notre-Dame-de-Bliquetuit to Duclair, perfect for nature enthusiasts and those who relish local flavours. Many producers sell their fruits directly at their farms, ensuring an authentic and immersive experience. Stop at orchards along the way to enjoy friendly conversations and indulge in fruit picking. Each season unveils its treasures: berries in late spring, cherries and plums in summer, apples and pears in autumn.

Travelling on this scenic route also provides an opportunity to learn about the rich **arboricultural traditions** passed down through generations. Since the 17th century, apple and pear trees have thrived here, thanks to monks from the nearby abbeys. Later, plum and cherry trees were introduced, and today, strawberries, blackcurrants, redcurrants, and raspberries thrive along the paths. The area’s low rainfall and the heat reflected by the white chalk cliffs create a surprising maritime climate, allowing for splendid spring blooms from March to May and the ripening of juicy fruits.

Along the **Route des Fruits trail**, visitors can cross the Seine by ferry to reach the historic Jumièges Abbey. Did you know that monks grew vineyards here in the Middle Ages? The production was so abundant that ships loaded with grapes would sail to England to sell their cargo. Eventually, vineyards made way for pear and apple orchards. Take the time to visit this architectural gem, whose enchanting ruins tell the story of over 1,000 years of Normandy’s history.

UNESCO CREATIVE CITY OF GASTRONOMY

Rouen is the only French city to be honoured by the UNESCO Creative Cities Network in the realm of gastronomy. Awarded in 2021, this prestigious title acknowledges its initiatives to champion excellence in gastronomy and organic farming, within a sustainable development framework.

THE “CLUB DES TOQUES ROUENNAISES”

The Club des Toques unites **Rouen’s finest chefs and artisans**, renowned for their expertise and passion for French and regional cuisine. Founded by the Tourism Office, the Club des Toques de Rouen Vallée de Seine brings together top restaurateurs with at least seven years of experience to preserve our gastronomic heritage and **become ambassadors of our regional cuisine beyond the borders of Rouen, the Seine Valley, and Normandy.**



Normandy's Culinary Capital

The food scene in Rouen is vibrant and truly unique. Indulgent and generous, local cuisine embodies the flavours of Normandy's lush, pastoral landscapes, the colourful fruits of the Seine Valley and the warmth of creamy milk from nearby farms. Rouen's chefs have skilfully enhanced these Norman delights with their creative flair. Each year, the city joyfully celebrates its rich culinary heritage during the family-friendly Fête du Ventre food festival. Get ready to delight your taste buds – Rouen is here to treat you!

ROUEN'S CULINARY SPECIALTIES

Canard à la Rouennaise: Inspired by the famous recipe of Père Denise, a former innkeeper from Duclair, your Rouen-style duckling is meticulously prepared tableside by our master Canardier chef. **The Order of Canardiers**, founded in 1986, upholds Rouen's culinary traditions, showcasing one of its gastronomic gems.

After being coated in mustard, roasted, and grilled to perfection, the duck's breasts, legs, and wings are skillfully carved to extract its rich juices using a bespoke silver duck press, crafted by Christofle in Yainville, near Rouen. Draped with a velvety «Rouennaise» sauce infused with Bordeaux wine and shallots, then flambéed for a touch of spectacle, your duckling is served with a delicate celery flan and a baked apple, caramelized to perfection. Known colloquially as **“canard au sang”** this dish is celebrated for its tender, rosy-pink preparation that delights the senses.



Duck press

TRADITIONAL APPLE SUGAR MADE BY LES CONFISEURS

In the tranquil town of Notre-Dame-de-Bondeville, just north of Rouen, a **hidden workshop** hums with the centuries-old craft of Norman confectionery. Here, amidst striking brick facades and a towering chimney, artisans uphold tradition with **“Le Sucre de Rouen”**. Dating back to the 16th century, this delicacy blends white sugar, glucose, apple essence, lemon, and caramel into a treat once sold in apothecaries as lozenges to soothe throats and melancholy.

Fuelled by Normandy's bountiful orchards and Rouen's bustling port, this ancient «medicine» blossomed into a beloved confectionery, cherished even by visiting royalty who received them in gift baskets.

Today, at the «Établissement et Service d'Aide par le Travail» (ESAT) du Pré de la Bataille, a dedicated team of twelve artisans, some with disabilities, meticulously handcrafts 500 pieces of 60g apple sugar during a three-hour process, producing up to three tons annually. Step inside their workshop, where each stage of the artisanal process unfolds in captivating detail during guided tours, offering a glimpse into a timeless tradition rooted in craftsmanship and local pride.

THE MIRLITON

A tartlet to be enjoyed warm or chilled, filled with a fragrant cream infused with vanilla, orange blossom, and almonds, which has been reintroduced by Christophe Cressent, Best Craftsman in France (Meilleur Ouvrier de France).

AND THE 4 AOC NORMANDY CHEESES

Camembert, Neufchâtel, Livarot, and Pont l'Évêque.



Discover our Gastronomic Delights

Gourmet Rouen

A delightful walking tour blending gastronomy and heritage. Calling all epicureans, gourmets, and food lovers – this tour is designed just for you. Immerse yourself in the city's rich culinary history and iconic dishes, culminating in five delightful tastings, tucked away in its charming streets.

1 or 2 Saturdays per month, at 3:30 pm – throughout the year.

€20

Flavours of the Market: Saint-Marc Market Tour

Join a passionate connoisseur of Norman gastronomy for a guided tour through Saint-Marc Market. Local products and new flavours await! Bruno Bertheuil, a renowned gourmet, leads you through the bustling market, introducing you to local producers and sharing the history of this vibrant place. Learn about regional products and get culinary tips to fully appreciate the diverse flavours of Normandy cuisine. Together, fill your basket with a variety of tasty delights, then head to Aître Saint-Maclou for a tasting session complemented by Normandy cider.

1 Saturday per month, from 10:00 am to 12:30 pm.

€25



Vikings, Beer and Legends

From the first Viking incursions along the Seine to the founding of the Duchy of Normandy, explore the central role played by the Vikings and the city of Rouen in the emergence of one of the most powerful territories in the Kingdom of France. This tour through the city also provides an opportunity to challenge misconceptions about a people whose influence remains significant to this day. But the adventure doesn't end there! Your journey concludes in a place unlike any other – a magnificent church-brewery! Here, sip on Viking-inspired beers, crafted within the very walls that once echoed with chants. It's a taste of history you won't forget!

Meet at the Viking statue on the right bank of the Boieldieu Bridge.

Available on select Thursdays, Fridays, and Saturdays from May to September, between 5:30 pm and 7:30 pm.

€24 per adult / €10 per child under 18

Lunch and Dinner Cruise on the Seine

A feast for the eyes and the taste buds...

Setting off from Rouen's picturesque quays, the cruise boat navigates towards the quaint village of La Bouille and the stunning cliffs of Belbeuf, enveloped in lush greenery. Inside the grand panoramic dining hall, savour a gourmet menu that promises an unforgettable culinary experience on the water.

Lunch Cruise package every Sunday, all year round from 12:30 PM to 3:15 PM.

Dinner Cruise package once a month, from 8:30 pm to 11 pm.

Starting from €99 per adult



Cooking Class at Fauchon Culinary School

Step into the world of culinary excellence with a hands-on workshop at the Fauchon School. Discover the secrets of top chefs in cooking or pastry as you work alongside professional instructors, creating recipes that celebrate seasonal ingredients using state-of-the-art equipment. Afterwards, savour the fruits of your labour during a tasting session!

Immerse yourself in a 3-hour culinary adventure, complete with a diploma ceremony and memorable photo opportunities to cherish the experience!

From €55

A Wander through the Vineyards

Wine in a cider country? Absolutely! This guided tour introduces you to passionate winemakers on the outskirts of Rouen. Enjoy breathtaking views of the city, uncover the unique history of winemaking in Normandy, and sample delightful local products.

April 3rd, May 4th, May 29th, June 8th, August 28th,
September 28th, and October 12th, 2024.

Starting from €28



Cheese and Wine Tasting

Imagine stepping back in time and savouring the flavours of Normandy within the charming walls of a traditional Rouen tavern. Guided by a passionate cheesemonger, you'll embark on a delectable adventure through the diverse landscape of French cheeses. Each bite will be a revelation, accompanied by fascinating historical anecdotes that bring the world of cheesemaking to life.

Every Thursday and Friday from 6:30 pm to 8:00 pm.

Starting from €25 per person

Rouen's Wholesale Market

Welcome to Rouen's wholesale food market for a behind-the-scenes tour. Normally inaccessible to the public, discover this lively market with a guide and see the diverse channels through which vegetables, fruits, and flowers are distributed with your own eyes. Rouen's MIN, or Market of National Interest', is the most important wholesale market in the north-west of France.

Once a month on weekdays from 9:30 AM to 11:00 am –
all year round.

€12



Jumièges, Secrets of a Chef and an Abbey

Lunch, Abbey Tour and picking with Chef Christophe Mauduit. Begin with a delicious lunch at Auberge des Ruines, followed by a guided tour of the stunning Jumièges Abbey, a jewel of Norman Romanesque architecture. Afterwards, join Chef Christophe Mauduit, famous for his wild plants cuisine, for a serene foraging session in the estate's park amidst picturesque surroundings.

Every last Saturday of the month from April to October
at 12:30 pm.

€38 € per adult / €25 per child (under 12 years old)

Option for hiking around Jumièges
from 10:00 am to 12:00 pm: April 27, May 25, June 29,
July 27, and September 28, 2024.

€49 per adult / €34 per child (under 12 years old)

Foodie Events

Impressionism takes the stage! Exactly 150 years ago, this revolutionary artistic movement transformed the art world. The 5th edition of the festival Normandie Impressionniste celebrates this pioneering spirit. Until September 22, exhibitions and festive events will enliven the city of Rouen and its greater metropolitan area, the historic home of Monet and Pissarro.

A Taste of Rouen! Rouen Belly and Gastronomy Festival

Rouen's epic culinary extravaganza on **October 12th and 13th**! As part of the 25th Fête du Ventre et de la Gastronomie, this unique foodie festival blends tradition and innovation seamlessly. Experience dynamic gastronomic rallies, the Grand Petit Déjeuner and the Chef Battles all set against the backdrop of Rouen's historic Vieux-Marché district. This event proudly continues Rouen's legacy as the first French city in UNESCO's Creative Cities Network for gastronomy. This joyous and family-friendly celebration features over 140 exhibitors offering fresh local and regional delights. Enjoy live music, a sizzling giant barbecue, and fierce culinary competitions at this eagerly awaited grand celebration of Norman gastronomy!

The Duck Festival

The Duck Festival - of Fête du Canard - taking place on Sunday, **September 1st**, celebrates Normandy's traditional gastronomy with a focus on its famous local duck specialty.

Flavours of Impressionism

Step into Claude Monet's world at La Couronne, France's oldest inn, where a menu inspired by the impressionist master's recipe book awaits. Before dining, immerse yourself in a guided tour through the streets of Rouen, discovering the landmarks that inspired outdoor painters painters.

April 6, May 18, June 15, and September. €56.

A Taste of Rouen

Our new foodie guide is out! Discover a variety of culinary experiences, a selection of the best restaurants and talented chefs in Rouen and its surroundings. Grab a free copy at the Tourist Office, Esplanade Marcel Duchamp.

MARKETS:

Saint-Marc Market, place Saint-Marc
Tuesday, Friday, Saturday: 6 am – 6 pm
Sunday: 6 am – 1:30 pm

Vieux-Marché Market, place du Vieux-Marché
Tuesday, Wednesday, Thursday, Sunday: 7 am – 1 pm
Friday, Saturday: 7am – 6 pm

Flavours Market, rue Eugène Boudin
Saturday: 9 am – 6 pm

Emmurées Market, place des Emmurées
Tuesday, Saturday: 6:30 am – 6 pm
Thursday: 7 am – 6 pm

Duclair Market, place du Général de Gaulle
Tuesday: 8 am – 12 pm

Elbeuf Market
Tuesday and Thursday: Place Lécallier, 7 am – 1 pm
Saturday : Place de la Libération, 7 am – 1 pm

La Bouille Market
Wednesday: Place du Bateau, 8 am – 12:30 pm
Friday: Bac Car Park, 4 pm – 8 pm

Jumièges Market
Saturday: 2 pm – 6 pm



Rouen Tourism Gift Shop

Rouen's artisans and producers are known for their creativity. Discover their produce and craftsmanship throughout the area and in our gift shops.



RAGNAR BEER

Crafted from a Normandy artisanal brewery with recipes inspired by Vikings.
€3.50 (33 cl)

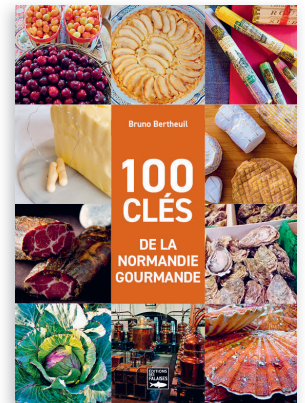
GOURMET BASKETS

Selection of local products: jams, Dieppe apple caramel, teas...
Starting from €6.60



À LA TABLE DES IMPRESSIONNISTES

Valérie Duclos
 Recipes, paintings, and impressionist sites where colours and atmospheres blend.
€26



100 CLÉS DE LA NORMANDIE GOURMANDE

Bruno Bertheuil
 Normandy, where gastronomy holds a significant place.
€15



ROUEN SUGARS

Rouen's quintessential specialty, crafted at the heart of Les Confiseurs' workshop.
Starting from €1.20

PALETS GOURMANDS

Created by Catherine Bréard, handcrafted with the good taste of Normandy.
Pack of 6: €5.50
Box of 4: €3.90



RANDOS GOURMANDES

25 family-friendly or sporty outings to explore Normandy and its various terroirs.
€15.90



À LA TABLE DE ROUEN

Valérie Duclos
 A gourmet and sightseeing walk, meeting local restaurateurs and artisans, ...
€25

JOAN OF ARC'S TEARS

Created by Jean-Marie Auzou, heart-roasted almond, nougatine, coated in chocolate and rolled in cocoa.
120g bag: €9.60



Prices are indicative and subject to change.

Rouen Tourism Gift Shop welcomes visitors all year round, Esplanade Marcel Duchamp, on the ground floor of the Rouen Museum of Fine Arts, and in Jumièges from March to October, in street Guillaume le Conquérant.
 Tel. + 33 (0)2 32 08 32 40

Contact us

ROUEN TOURIST OFFICE

Musée des Beaux-Arts
Esplanade Marcel Duchamp
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accueil@rouentourisme.com
visiterouen.com

OPENING HOURS

October to April: Monday to Saturday from 9:30 am to 6:00 pm except Tuesday from 10:30 am to 6:00 pm (except during school holidays, open on Sundays: from 10:00 am to 6:00 pm).
May to September: Monday to Saturday from 9:30 am to 6:30 pm (opens at 10:30 am on Tuesday). Sunday and bank holidays from 10:00 am to 6:00 pm.

JUMIÈGES TOURIST OFFICE

Rue Guillaume Le Conquéran
76480 Jumièges
Tel. + 33 (0)2 35 37 28 97
jumieges@rouentourisme.com
visiterouen.com

OPENING HOURS

March, April and October: Tuesday to Saturday, 9:30 am to 12:30 pm and from 1:30 pm to 6:00 pm (opens at 10:30 am on Tuesday).
Closed Sunday and Monday.
May to September: open daily from 9:30 am to 12:30 pm and from 1:30 pm to 6:00 pm (opens at 10:30 am on Tuesday)

ELBEUF TOURIST INFORMATION BUREAU

La Fabrique des savoirs
7, cours Gambetta
76500 Elbeuf
Tel. + 33 (0)2 32 96 30 40

DUCLAIR TOURIST INFORMATION BUREAU

Town Hall
Place de Général de Gaulle
76480 Duclair
Tel. + 33 (0)2 35 05 91 50

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Rouen Tourism is the Destination Management Organization promoting Rouen and its greater metropolitan area. We provide tourist information to visitors from all over the world to ensure they make the most of their stay in Rouen and Normandy.

Rouen Tourism is labelled Qualité Tourisme™ a distinction from the Ministry of Tourism to top-quality French Tourist Offices for their hospitality and service quality. Our aim is to constantly improve the satisfaction of our visitors and meet the criteria of a Category 1 Tourist Office.

